

2019-2020 Pathway for Bachelor of Science in Marketing

Please see your academic advisor to develop your individual plan, this is only meant to be a guide.

A maximum of 64 hours is transferable from a North Carolina Community College.

Freshman/First Year							
First Semester - Fall				Second Semester - Spring			
CC Course	N.C. A&T Equivalent	Credit Hours	Required/Notes	CC Course	N.C. A&T Equivalent	Credit Hours	Required/Notes
ACA 122	FRST 101	1	AA/AS Req. Course	CIS 110	BUED 110	3	GEN ED: Mathematics
ENG 111	ENGL 100	3	UGETC: Eng Comp- AA/AS	ENG 112	ENGL 101	3	UGETC: Eng Comp- AA/AS
See notes below ¹	Scientific Reasoning w/Lab ²	4		MAT 263	MATH 112	4	UGETC: Math - AS
	MATH 111	4		See notes below ¹	Scientific Reasoning w/o Lab ³	3	
BUS 110	MGMT 110	3	Pre-major/Elective	PSY 150	PSYC 101	3	UGETC: Social/Behavioral Sci.- AA/AS
Total Credit Hours		15		Total Credit Hours		16	

Sophomore/Second Year							
Third Semester - Fall				Fourth Semester - Spring			
CC Course	N.C. A&T Equivalent	Credit Hours	Required/Notes	CC Course	N.C. A&T Equivalent	Credit Hours	Required/Notes
ACC 120	ACCT 221	3	Pre-major/Elective	ACC 121	ACCT 222	3	Pre-major/Elective
ECO 251	ECON 200 ⁴	3	UGETC: Soc/Beh Sci-	ECO 252	ECON 201	3	
	ECON 206	3			MGMT 201	3	
	MKTG 230	3			MGMT132	3	
	BUED 260	3			SCMG 240	3	
Total Credit Hours		15		Total Credit Hours		15	

Junior/Third Year

Fifth Semester - Fall				Sixth Semester - Spring			
CC Course	N.C. A&T Equivalent	Credit Hours	Required/Notes	CC Course	N.C. A&T Equivalent	Credit Hours	Required/Notes
	FIN 343	3			MKGT 335	3	
	MKGT 332	3	Pre-Major/Elective		MKGT 338	3	
	MKGT 333	3			MGMT 315	3	
	Global Awareness Electiv	3			MGMT 303	3	
	Humanities & Fine Arts Elective ⁵	3			African American Studies Elective ⁷	3	
Total Credit Hours		15		Total Credit Hours		15	

Senior/Fourth Year

Seventh Semester - Fall				Eighth Semester - Spring			
CC Course	N.C. A&T Equivalent	Credit Hours	Required/Notes	CC Course	N.C. A&T Equivalent	Credit Hours	Required/Notes
	MKGT 444	3			MKGT 489	3	
	MKGT 495	3			MKGT 447	3	
	MKGT 445	3			MKGT Elective ⁹	3	
	MKGT Elective ⁹ 3	3		See notes below ³	Free Elective ⁸	3	
	Free Elective ⁸	2			Free Elective ⁸	3	
Total Credit Hours		14		Total Credit Hours		15	

Total Required Hours: 120

¹Math 111 can be replaced with the combination of MATH 103 and MATH 104

²Recommended Scientific Reasoning courses include BIOL 100, CHEM 100 & 110 (lab), or PHYS 110 & 111 (Lab) for the four-credit lab course

³Recommended Scientific Reasoning courses include EES 234, ENVS 201, PHYS 101, PHYS 104, PHYS 105 for the three-credits course

⁴ECON 200 fulfills the Social and Behavioral Sciences course requirement

⁵Humanities and Fine Arts courses include LIBS 202, PHIL 101, 103, 104, 201, 266, 267, SPCH 250, ENGL 200, 201, 230, 231, 333, 334, MUSI 216, 220

⁶Global Awareness courses include PHIL 103, PHIL 201, HIST 130, HIST 206, HIST 207, HIST 216, HIST 231, or MGMT 221

⁷African-American courses include ENGL 333, ENGL 334, LIBS 202, HIST 103, HIST 106, HIST 107, MUSI 220

⁸Free electives include any three-credit undergraduate course at or above the 100 level

⁹MKTG elective can be any course in COBE or outside of COBE that is related to your major, at or above the 100 Level. Need Department Chair approval.
Review all General Education Course Options:

http://www.ncat.edu/provost/general_education_resources/general_education_course_list/index.html

Major Program Requirements

Students must earn a C (not C -) or better in the following Courses:

ENGL100	MATH 111 (103/104)
ENGL101	MATH 112
ACCT 221	MGMT 110
ACCT222	MGMT132
BUED 260	MGMT 201
ECON 200	MGMT 303
ECON 201	MGMT315
ECON 206	MGMT 495
FIN 343	MKTG 230
MKTG 230	MKTG 444
MKTG 332	MKTG 445
MKTG 333	MKTG 447
MKTG 335	MKTG 489
MKTG 338	SCMG 240