

Department of Marketing and Supply Chain Management
Bachelor of Science in Marketing (Sales)
Major Code: MKT
Concentration Code: SALE

Curriculum Guide 2021-2022

Course	CR	Course	CR
Freshman Year: First Semester		Freshman Year: Second Semester	
MATH 111 (MATH 103/104) ¹	4	MATH 112	4
ENGL 100	3	ENGL 101	3
Science Reasoning w/Lab ²	4	Science Reasoning w/out Lab ³	3
MGMT 110	3	BTEC 110	3
FRST 101	1	PSYC 101	3
Semester Total	15	Semester Total	16
Sophomore Year: First Semester		Sophomore Year: Second Semester	
ACCT 221	3	ACCT 222	3
ECON 200 ⁴	3	ECON 201	3
ECON 206	3	MGMT 201	3
MKTG 230	3	BUAN 132	3
MGMT 260	3	SCMG 240	3
Semester Total	15	Semester Total	15
Junior Year: First Semester		Junior Year: Second Semester	
MKTG 332	3	MKTG 335	3
MKTG 334	3	MKTG 338	3
FIN 343	3	MGMT 315	3
Global Awareness Elective ⁶	3	MGMT 303	3
Humanities & Fine Arts Elective ⁵	3	African American Studies Elective ⁷	3
Semester Total	15	Semester Total	15
Senior Year: First Semester		Senior Year: Second Semester	
MKTG 444	3	MKTG 489	3
MKTG 445	3	MKTG 486	3
MGMT 495	3	MKTG Elective ⁹	3
MKTG Elective ⁹	3	Free Elective ⁸	3
Free Elective ⁸	2	Free Elective ⁸	3
Semester Total	14	Semester Total	15

Total Credit 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 ASME 234, ENVS 201, PHYS 101, PHYS 104, PHYS 105 for the three-credit 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, or MUSI 220

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

⁹MKTG electives 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 Courses options:

<https://www.ncat.edu/provost/general-education-resources/gec-list.php>

MAJOR PROGRAM REQUIREMENTS

Students must earn a C or better in the following courses:

ENGL 100	MKTG 445
ENGL 101	MKTG 486
ACCT 221	MATH 111 (103/104)
ACCT 222	MATH 112
ECON 200	MKTG 489
ECON 201	BUAN 132
ECON 206	MGMT 110
FIN 343	MGMT 201
MKTG 230	MGMT 260
MKTG 332	MGMT 303
MKTG 334	MGMT 315
MKTG 335	MGMT 495
MKTG 338	SCMG 240
MKTG 444	