

**B.S. in Business Administration -- Marketing Track**  
**Checklist 2020-2021 Catalog requirements**

**General Education and Phys. Ed. Requirements (45 semester hours), including**

- Social Science: ECN 2020 Principles of Microeconomics
- Social Science: PSY 1010 Introduction to Psychology
- Mathematics: MAT 1070 College Algebra
- Gen. Ed. electives: ECN 2030 Principles of Macroeconomics

**School of Business Common Body of Knowledge (45 semester hours)**

- DSC 2090 Spreadsheets & Database Management (Prior course in using business software recommended.)
- ACC 2270 Financial Accounting MAT 1070 and either DSC 2090 or DSC 1590
- ACC 2280 Managerial Accounting C or better in ACC 2270
- BLAW2150 Business Law & Ethics
- MGT 3060 Organization & Management
- MKT 3120 Principles of Marketing
- MGT 3030 Business Communications C or better in ENG 1060
- BUS 3020 International Business
- DSC 3180 Applied Business Statistics C or better in MAT 1070 or in a higher level MAT course.
- DSC 3190 Business Analytics C or better in DSC 3180
- ITM 3010 Management Information Systems DSC 2090 and MGT 3060
- MGT 4410 Operations Management MGT 3060 and DSC 3180
- FIN 3100 Business Finance DSC 2090 or DSC 1590 and  
Cs or better in MAT 1070, in ACC 2270, and in DSC 3180
- MGT 4660 Business Strategy MGT 3030 and MGT 4410, and  
Cs or better in MGT 3060, MKT 3120 and in FIN 3100
- BUS 4020 Senior Seminar in Business BLAW2150, ECN 2020, ECN 2030, FIN 3100,  
MGT 3060, MKT 3120 and senior standing.

**Marketing Track Requirements (18 semester hours)**

- MKT 4300 Integrated Marketing Communications C or better in MKT 3120
- MKT 4500 Marketing Research Cs or better in MKT 3120 and DSC 3180
- MKT 4800 Marketing Strategy C or better in MKT 3120
- MKT 3200 Consumer Behavior C or better in MKT 3120
- Marketing elective A marketing elective may be any MKT or MKTS course at the 3000- or 4000 level which
- Marketing elective is not used to satisfy any other requirement. It may be a study abroad course facilitated by the department.

**Passport for Professional Success (0 semester hours) BUS 1001 must be done first.**

- BUS 1001 Awareness 1  BUS 1002 Awareness 2  BUS 1003 Fundamentals 1
- BUS 1004 Transition  BUS 1005 Extended Engagement  BUS 1006 Fundamentals 2

**University Electives and Freshman Seminar (12 semester hours)**

Total hours toward graduation must be at least 120 semester hours, including UNCP, transferred courses, and AP credits. This will usually require four 3-semester hour courses.

- Elective 1  Elective 2  Elective 3  Elective 4

**Writing Intensive Requirement.**

At least three of your General Education, Business, or University Elective courses (9 semester hours) must be Writing Enriched (WE) or Writing in the Discipline (WD) courses and at least one of them must be a WD course.

- WD  WE or WD  WE or WD