

**B.S. Business Administration –
Marketing Track Checklist
2023.2024**

Student's Name: _____

Banner ID: _____

General Education and P.E. Requirements (44 hours), including:

- { } Communication: ENG1050, Composition I { } ENG1060, Composition II { }
- { } Arts and Humanities: Fine Arts { } Literature { } History { } Philosophy/Religion { }
- { } Social Science: ECN2020, Prin of Microeconomics { } PSY1010, Intro to Psychology { }
Geology/Political Science/Sociology { }
- { } Mathematics: MAT1070, College Algebra { }
- { } Natural Science: Biology { } Chemistry { } Earth Science { } Physical Science { }
- { } Physical Education: { } { }
- { } Gen Ed Electives: ECN2030, Prin of Macroeconomics { } Other Elective { }

Thomas College of Business and Economics, Common Body of Knowledge (CBK) (45 hours):

Courses:

Prerequisite(s)

{ } * ACC2270 , Fundamentals of Financial Accounting And Reporting	MAT1070 or higher-level math
{ } ACC2280 , Accounting Tools for Managerial Decisions	"C" or better in ACC2270
{ } BLAW2150 , Legal & Ethical Issues in the Business Environment	N/A
{ } BUS3020 , International Business	N/A
{ } BUS4020 , Senior Seminar in Business	BLAW2150, ECN2020, ECN2030, FIN3100, MGT3060, MKT3120 and senior standing (90+ earned hours)
{ } * DSC2090 , Spreadsheet & Database Mgmt	N/A
{ } * DSC3180 , Applied Business Statistics	"C" or better in MAT1070 or higher- level math
{ } DSC3190 , Business Analytics	"C" or better in DSC3180
{ } * FIN3100 , Business Finance	DSC2090 or DSC1590 and a "C" or better in ACC2270, DSC3180 and MAT1070 or a higher-level math
{ } ITM3010 , Mgmt Information Systems	DSC2090 and MGT3060
{ } MGT3030 , Business Communications	"C" or better in ENG1060
{ } * MGT3060 , Organization & Management	N/A
{ } MGT4410 , Operations Mgmt	MGT3060 and a "C" or better in DSC3180
{ } MGT4660 , Business Strategy	ACC3310 or MGT4410, MGT3030 and a "C" or better in FIN3100, MGT3060 and MKT3120
{ } * MKT3120 , Prin of Marketing	N/A

***Denotes a "C" is needed as a prerequisite for another course.**

Marketing Track Requirements (18 hours):

{ } MKT3200, Consumer Behavior	"C" or better in MKT3120
{ } MKT4300, Integrated Marketing Communications	"C" or better in MKT3120
{ } MKT4500, Market Research	"C" or better in MKT3120 and DSC3180
{ } MKT4800, Marketing Strategy	"C" or better in MKT3120
{ } MKTxxxx, Management Elective	
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MKT electives can be ANY *MKT* or *MKTS* course at the 3000 or 4000 level and is not being used as a requirement elsewhere.

{ } General Electives and Freshman Seminar (13 hours)

Passport to Professional Studies (0 hours), *BUS1001* must be completed first:

{ } BUS1001 { } BUS1002 { } BUS1003 { } BUS1004 { } BUS1004 { } BUS1006

American Indian Studies Requirement (6 hours):

Students admitted to UNCP Fall 2023 and after, must meet this requirement.

Writing Intensive Requirement (9 hours):

As a requirement for graduation, students must complete nine (9) credit hours of Writing Enriched and Writing in the Discipline. One course MUST be a Writing in the Discipline course.

{ } WD { } WE/WD { } WE/WD