

B.S. in Business Administration – Marketing Track Checklist 2022-23 Catalog requirements

Student's name: _____ Banner ID: _____

General Education and Phys. Ed. Requirements (44 semester hours), including

- [] Communication Skills: **ENG 1050** English Composition I [] **ENG 1060** English Composition II []
- [] Art and Humanities Division (Fine Arts [] Literature [] History [] Philosophy or Religion [])
- [] Social Science Division (**Economics 2020** [] **Psychology 1010** [] Geology/ Political Science/ Sociology [])
- [] Mathematics: **MAT 1070** College Algebra
- [] Natural Science Division (**select two**: Biology [] Chemistry [] Earth Science [] Physical Science [])
- [] Physical Education & Wellness (Earn two hours [] [])
- [] Gen. Ed. Electives: (**Economics 2030** Principles of Macroeconomics [] One Elective [])

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

Courses:

- [] **ACC 2270*** Financial Accounting
- [] **ACC 2280** Managerial Accounting
- [] **DSC 2090*** Spreadsheets & Database Management
- [] **DSC 3180*** Applied Business Statistics
- [] **DSC 3190** Business Analytics
- [] **BLAW2150** Business Law & Ethics
- [] **BUS 3020** International Business
- [] **MKT 3120*** Principles of Marketing
- [] **MGT 3030** Business Communications
- [] **MGT 3060*** Organization & Management
- [] **ITM 3010** Management Information Systems
- [] **MGT 4410** Operations Management
- [] **FIN 3100*** Business Finance

- [] **MGT 4660** Business Strategy

- [] **BUS 4020** Senior Seminar in Business

Prerequisite:

- MAT 1070 or a higher -level mathematics course
- C or better in ACC 2270

- C or better in MAT 1070 or a higher-level mathematics course
- C or better in DSC 3180

- C or better in ENG 1060

- DSC 2090 **and** MGT 3060
- MGT 3060 **and** C or better in DSC 3180
- DSC 2090 or DSC 1590 **and** C or better in {DSC 3180 and ACC2270} **and** MAT1070
- one of {MGT 4410 or ACC 3310} **and** MGT3030 **and** C or better in MGT 3060, MKT 3120 **and** FIN 3100

- BLAW2150, ECN 2020, ECN 2030, FIN 3100, MGT 3060, MKT 3120 **and** senior standing.

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

Marketing Track Requirements (18 semester hours)

- [] **MKT 3200** Consumer Behavior C or better in MKT 3120
- [] **MKT 4300** Integrated Marketing Communications C or better in MKT 3120
- [] **MKT 4500** Marketing Research C or better in MKT 3120 **and** DSC 3180
- [] **MKT 4800** Marketing Strategy C or better in MKT 3120
- [] Marketing elective A marketing elective may be any MKT or MKTS course at the 3000- or 4000 level
- [] Marketing elective which is not used to satisfy any other requirement.

General Electives and Freshman Seminar (13 Semester hours) []

American Indian Studies Requirement (6 Semester hours) *Students admitted to UNCP Fall 2022 & after* []

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

- [] BUS 1001 [] BUS 1002 [] BUS 1003 [] BUS 1004 [] BUS 1005 [] BUS 1006

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