

TRANSFER GUIDE/BDP

BSBA, Digital Marketing
Appalachian State University
2023-2024

Department of Marketing & Supply Chain Management
Walker College of Business
Program of Study

HOW-TO Use the Transfer Guide/BDP

The Transfer Guides/BDPs have three sections:

1. The NC Community College courses are listed in the top yellow section. Recommended and/or preferred courses are provided, with the equivalent Appalachian courses listed. If a specific course is not listed, students should use the blue hyperlink to access the [Comprehensive Articulation Agreement transfer course list](#). Students are welcome to choose any CAA course; however, students should choose courses that are available at their institution and satisfy their transfer degree requirements.
2. Appalachian courses are listed in the middle gray section. Once at Appalachian, students will work with a WCOB advisor to develop an individual graduation plan.
3. Important transfer and major information is listed in the bottom white sections. Students should refer to these sections for information regarding program requirements and other important information the department would like students to be aware of.

Please note - Transfer Guides/BDPs are developed based on the approved curriculum for that catalog year. Depending on term of entry and the curriculum posted for that catalog year, programs of study may have changed.

Community College Coursework: 61 Transfer hours		Associate in Arts			
Semester	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
Semester 1: 14 hours	ENG 111	Writing & Inquiry	3	RC 1000	
	MAT 152	Statistics	4	STT 2820	Required for major
	BUS 110	Intro to Business	3	BUS 1050	
	BUS 115	Business Law	3	LAW 2150	Required for major
	ACA 122	College Transfer Success	1		
			Semester hours	14	
Semester 2: 17 hours	ENG 112	Writing/Research in the Disciplines	3	RC 2001	Required for major
	ACC 120	Financial Accounting	4	ACC 2100	Required for major
	MAT 171	Precalculus Algebra	4	MAT 1020	Prereq for MAT 263
	UGETC	Humanity/Fine Arts	3		
	UGETC	Social/Behavioral Science	3		
			Semester hours	17	
Semester 3: 14 hours	ACC 121	Managerial Accounting	4	ACC 2110	Required for major
	ECO 251	Microeconomics	3	ECO 2030	Required for major
	UGETC	Humanity/Fine Arts	3		
	UGETC	Science	4		
			Semester hours	14	
Semester 4: 16 hours	ECO 252	Macroeconomics	3	ECO 2040	Required for major
	MAT 263	Brief Calculus	4	MAT 1035	Required for major
	UGETC	Humanity/Fine Arts	3		
	Pre-Major/Elective/GEC		3		
	Pre-Major/Elective/GEC		3		
			Semester hours	16	
		Total AA degree hours	61		

Appalachian Course Work: 62 hours				
Semester 5: 16 hours	Appalachian Course	Course Name	Hours	Notes
	MKT 3050	Principals of Marketing	3	
	BUS 2001	Business Career Development	1	Required for WCOB admission
	ECO 2200	Business & Econ Stats II	3	
	CIS 1060	Business Analytics Using Spreadsheet Tech	3	Required for WCOB admission
	ENG 3100 or CTE 3340	Business Writing	3	Writing in the Discipline
	SCM 3650	Production and Operation Management	3	
Semester hours			16	
Semester 6: 15 hours	Appalachian Course	Course Name	Hours	Notes
	FIN 3680	Introduction to Finance	3	
	MGT 3630	Introduction to Organizational Behavior	3	
	MKT 3225	Digital Marketing Media	3	
	MKT 3235	Social Media Marketing	3	
	Digital Marketing Elective		3	
Semester hours			15	
Semester 7: 15 hours	Appalachian Course	Course Name	Hours	Notes
	MKT 4620	Marketing Research	3	
	MKT 4630	Social, Mobile, Analytics & Cloud Marketing	3	
	COB Elective		3	3000/4000 Level
	Digital Marketing Elective		3	
	Free Elective		3	
Semester hours			15	
Semester 8: 16 hours	Appalachian Course	Course Name	Hours	Notes
	MGT 4750	Strategic Management	3	
	BUS 4000	Capstone	1	
	MKT 4650	Strategic Marketing Mgmt	3	
	COB Elective		3	3000/4000 Level
	Free Elective		3	
Semester hours			16	
Total Appalachian hours			59	

Applying to Appalachian:

- A minimum cumulative GPA of 2.25, from all post-secondary coursework, is required for admission to Appalachian.
- Students interested in applying to Appalachian should submit an on-line application and official college transcripts to be considered for admission.

College of Business Information:

- Students completing an AA degree will not be admitted to the College of Business until they have achieved an Appalachian GPA of 2.6, based on a minimum of 12 Appalachian semester hours. Admission can occur after a student's first semester at Appalachian, if requirements are met.
- [Computer requirements](#) for all COB students.

Transfer Resources:

Transfer Admissions & Engagement

Office of Financial Aid

Scholarships

Career Development

University Housing

Off-Campus Housing

Campus Activities

College of Business Advising

transfer.appstate.edu

financialaid.appstate.edu

scholarships.appstate.edu

careers.appstate.edu

housing.appstate.edu

offcampushousing.appstate.edu

campusactivities.appstate.edu

businessadvising.appstate.edu



Questions, please call Transfer Admissions & Engagement at 828-262-7877