

**TRANSFER GUIDE/BDP**

**BSBA, General Marketing, 352B**  
**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			
<b>Semester 1: 14 hours</b>	<b>NCCC Course</b>	<b>Course Name</b>	<b>Hours</b>	<b>Appalachian Equivalent</b>	<b>Notes</b>
	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		
<b>Semester 2: 17 hours</b>	<b>NCCC Course</b>	<b>Course Name</b>	<b>Hours</b>	<b>Appalachian Equivalent</b>	<b>Notes</b>
	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
	<a href="#">UGETC</a>	Humanity/Fine Arts	3		
	<a href="#">UGETC</a>	Social/Behavioral Science	3		
		Semester hours	17		
<b>Semester 3: 14 hours</b>	<b>NCCC Course</b>	<b>Course Name</b>	<b>Hours</b>	<b>Appalachian Equivalent</b>	<b>Notes</b>
	ACC 121	Managerial Accounting	4	ACC 2110	Required for major
	ECO 251	Microeconomics	3	ECO 2030	Required for major
	<a href="#">UGETC</a>	Humanity/Fine Arts	3		
	<a href="#">UGETC</a>	Science	4		
		Semester hours	14		
<b>Semester 4: 16 hours</b>	<b>NCCC Course</b>	<b>Course Name</b>	<b>Hours</b>	<b>Appalachian Equivalent</b>	<b>Notes</b>
	ECO 252	Macroeconomics	3	ECO 2040	Required for major
	MAT 263	Brief Calculus	4	MAT 1035	Required for major
	<a href="#">UGETC</a>	Humanity/Fine Arts	3		
	<a href="#">Pre-Major/Elective/GEC</a>		2		
	<a href="#">Pre-Major/Elective/GEC</a>		3		
		Semester hours	16		
		<b>Total AA degree hours</b>	<b>61</b>		

Appalachian Course Work: 59 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	
	ENG 3100 or CTE 3340	Business Writing	3	Writing in the Discipline
	CIS 1060	Business Analytics Using Spreadsheet Tech	3	Required for WCOB admission
	WCOB Upper Level Core Course		3	
		Semester hours	16	
Semester 6: 15 hours	Appalachian Course	Course Name	Hours	Notes
	MKT 3240	Integrated Marketing Comm	3	
	MKT 3260	Managing Distribution Channels	3	
	MKT 3270	Consumer Behavior	3	
	WCOB Upper Level Core Course		3	
	COB Elective		3	3000/4000 Level
		Semester hours	15	
Semester 7: 15 hours	Appalachian Course	Course Name	Hours	Notes
	MKT 4620	Marketing Research	3	
	MKT Major Elective		3	
	WCOB Upper Level Core Course		3	
	COB Elective		3	3000/4000 Level
	Free Elective		3	
		Semester hours	15	
Semester 8: 13 hours	Appalachian Course	Course Name	Hours	Notes
	MGT 4750	Strategic Management	3	
	BUS 4000	Capstone	1	
	MKT 4650	Strategic Marketing Mgmt	3	
	MKT Major Elective		3	
	Free Elective		3	
		Semester hours	13	
		<b>Total Appalachian hours</b>	<b>59</b>	

**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.
- Students hoping to attend a summer or fall term are encouraged to apply by February 15th and those hoping to attend in the spring are encouraged to apply by October 15th.

**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 Business majors

**Transfer Resources:**

Transfer Admissions & Engagement	<a href="http://transfer.appstate.edu">transfer.appstate.edu</a>
Office of Financial Aid	<a href="http://financialaid.appstate.edu">financialaid.appstate.edu</a>
Scholarships	<a href="http://scholarships.appstate.edu">scholarships.appstate.edu</a>
Career Development	<a href="http://careers.appstate.edu">careers.appstate.edu</a>
University Housing	<a href="http://housing.appstate.edu">housing.appstate.edu</a>
Off-Campus Housing	<a href="http://offcampushousing.appstate.edu">offcampushousing.appstate.edu</a>
Campus Activities	<a href="http://campusactivities.appstate.edu">campusactivities.appstate.edu</a>
College of Business Advising	<a href="http://businessadvising.appstate.edu">businessadvising.appstate.edu</a>

