

TRANSFER GUIDE/BDP

BSBA, Digital Marketing,
Appalachian State University
2020-2021

[Department of Marketing](#)
[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 1: 14 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	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	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	ENG 112	Writing/Research in the Disciplines	3	RC 2001	Required for major
	CIS 110*	Intro to Computers	3	CIS 1060*	Required for major - *See Notes
	ACC 120	Financial Accounting	4	ACC 2100	Required for major
	MAT 171	Precalculus Algebra	4	MAT 1020	Prereq for MAT 263
	UGETC	Social/Behavioral Science	3		
		Semester hours	17		
Semester 3: 17 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	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	Humanity/Fine Arts	3		
	UGETC	Science	4		
		Semester hours	17		
Semester 4: 13 hours	NCCC Course	Course Name	Hours	Appalachian Equivalent	Notes
	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		
			Semester hours	13	
		Total AA degree hours	61		

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 COB admission
ECO 2200	Business & Econ Stats II	3	
ENG 3100 or CTE 3340	Business Writing	3	Writing in the Discipline
SCM 3650	Production and Operation Management	3	
Semester hours		13	

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	
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.
- 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.
- The following NC community college courses will meet requirements for admission to the College of Business: ACC 120, ACC 121, ECO 251, ECO 252, MAT 152, BUS 115, CIS 110, MAT 263 or MAT 271, ENG 111, and ENG 112.
- ***Beginning Summer 2021, CIS 110 will no longer be equivalent to CIS 1060. Students transferring Summer 2021 and after will be required to take CIS 1060 at Appalachian.**
- Generally, students completing an AA degree, with all College of Business prerequisites completed, can complete their BSBA degree in two years, depending on course load taken.

Transfer Resources:

Online & Transfer Services	transfer.appstate.edu
Office of Admissions	admissions.appstate.edu
Office of Financial Aid	financialaid.appstate.edu
Scholarships	scholarships.appstate.edu
Career Development	careers.appstate.edu
University Housing	housing.appstate.edu
Off-Campus Housing	offcampushousing.appstate.edu
Campus Activities	campusactivities.appstate.edu
College of Business Advising	businessadvising.appstate.edu



Questions, please call Online & Transfer Services at 828-262-7877