

TRANSFER GUIDE/BDP

BSBA, General Marketing, 352B  
Appalachian State University  
2022-2023

[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 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 |
|   | 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        |                        |                    |
| Semester 3: 14 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 |
|   | <a href="#">UGETC</a>                  | Humanity/Fine Arts                  | 3         |                        |                    |
|   | <a href="#">UGETC</a>                  | Science                             | 4         |                        |                    |
| Semester hours                                  |  |                                     | 14        |                        |                    |
| Semester 4: 16 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 |
|   | <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> |                        |                    |

| <b>Appalachian Course Work: 59 hours</b> |                              |   |              |                             |
|--|------------------------------|---|--------------|-----------------------------|
| <b>Semester 5: 16 hours</b>              | <b>Appalachian Course</b>    | <b>Course Name</b>                        | <b>Hours</b> | <b>Notes</b>                |
|  | 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           |                             |
| <b>Semester 6: 15 hours</b>              | <b>Appalachian Course</b>    | <b>Course Name</b>                        | <b>Hours</b> | <b>Notes</b>                |
|  | 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           |                             |
| <b>Semester 7: 15 hours</b>              | <b>Appalachian Course</b>    | <b>Course Name</b>                        | <b>Hours</b> | <b>Notes</b>                |
|  | 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           |                             |
| <b>Semester 8: 13 hours</b>              | <b>Appalachian Course</b>    | <b>Course Name</b>                        | <b>Hours</b> | <b>Notes</b>                |
|  | 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** [transfer.appstate.edu](https://transfer.appstate.edu)  
**Office of Financial Aid** [financialaid.appstate.edu](https://financialaid.appstate.edu)  
**Scholarships** [scholarships.appstate.edu](https://scholarships.appstate.edu)  
**Career Development** [careers.appstate.edu](https://careers.appstate.edu)  
**University Housing** [housing.appstate.edu](https://housing.appstate.edu)  
**Off-Campus Housing** [offcampushousing.appstate.edu](https://offcampushousing.appstate.edu)  
**Campus Activities** [campusactivities.appstate.edu](https://campusactivities.appstate.edu)  
**College of Business Advising** [businessadvising.appstate.edu](https://businessadvising.appstate.edu)

