

TRANSFER GUIDE/BDP

BSBA, Marketing Sales, 352C
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	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: 14 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	Social/Behavioral Science	3		
			Semester hours	14	
Semester 3: 17 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	Humanity/Fine Arts	3		
	UGETC	Science	4		
		Semester hours	17		
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: 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 3215	Professional Selling	3	
		MKT 3220	Sales Management	3	
		MKT Sales Elective Set 1		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 Sales Elective 2		3	
		COB Elective		3	3000/4000 Level
		WCOB Upper Level Core Course		3	
		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 Sales Elective 3		3	
		Free Elective		3	
		Semester hours		13	
		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 Walker 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
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

