

TRANSFER GUIDE

BSBA, Digital Marketing,  
Appalachian State University  
2019-2020

Department of Marketing  
College of Business  
Program of Study

| 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 |
|   | CIS 110                | Intro to Computers                  | 3     | CIS 1060               |                    |
|   | 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                            | 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                            | 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                          | Appalachian Course     | Course Name                                 | Hours | Appalachian Equivalent | Notes                      |
| Semester 5: 16 hours              | MKT 3050               | Principals of Marketing                     | 3     |                        |                            |
|                                   | BUS 2001               | Professional Skills                         | 1     |                        | Required for COB admission |
|                                   | ECO 2200               | Business & Econ Stats II                    | 3     |                        |                            |
|                                   | ENG 3100 or CTE 3340   | Business Writing                            | 3     |                        | Writing in the Discipline  |
|                                   | WCOB Upper Core Course |   | 3     |                        |                            |
| Semester hours                    |                        |   | 13    |                        |                            |
| Semester 6: 15 hours              | WCOB Upper Core Course |   | 3     |                        |                            |
|                                   | WCOB Upper Core Course |   | 3     |                        |                            |
|                                   | MKT 3225               | Digital Marketing Media                     | 3     |                        |                            |
|                                   | MKT 3235               | Social Media Marketing                      | 3     |                        |                            |
|                                   | Marketing Elective     |   | 3     |                        |                            |
| Semester hours                    |                        |   | 15    |                        |                            |
| Semester 7: 15 hours              | MKT 4620               | Marketing Research                          | 3     |                        |                            |
|                                   | MKT 4630               | Social, Mobile, Analytics & Cloud Marketing | 3     |                        |                            |
|                                   | Marketing Elective     |   | 3     |                        |                            |
|                                   | COB Elective           |   | 3     |                        |                            |
|                                   | Free Elective          |   | 3     |                        |                            |
| Semester hours                    |                        |   | 15    |                        |                            |
| Semester 8: 16 hours              | MGT 4750               | Strategic Management                        | 3     |                        |                            |
|                                   | BUS 4000               | Capstone                                    | 1     |                        |                            |
|                                   | MKT 4650               | Strategic Marketing Mgmt                    | 3     |                        |                            |
|                                   | COB 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.

**Advising & Community College Course Selection:**

- For UGETC, Pre-Major, Elective, or GEC course options please refer to the Comprehensive Articulation Agreement transfer course list.
- Students should work with their community college academic advisor to ensure appropriate course selection for AA degree completion.

**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.
- 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.
- Once at Appalachian, students will work with a COB advisor to develop an individual graduation plan.

**Transfer Resources:**

- Office of Transfer Services [transfer.appstate.edu](http://transfer.appstate.edu)
- Office of Admissions [admissions.appstate.edu](http://admissions.appstate.edu)
- Office of Financial Aid [financialaid.appstate.edu](http://financialaid.appstate.edu)
- Scholarships [scholarships.appstate.edu](http://scholarships.appstate.edu)
- Career Development [careers.appstate.edu](http://careers.appstate.edu)
- University Housing [housing.appstate.edu](http://housing.appstate.edu)
- Off-Campus Housing [offcampushousing.appstate.edu](http://offcampushousing.appstate.edu)
- Campus Activities [campusactivities.appstate.edu](http://campusactivities.appstate.edu)
- College of Business Advising [businessadvising.appstate.edu](http://businessadvising.appstate.edu)



Questions, please call the Office of Transfer Services at 828-262-7877