

TRANSFER GUIDE

BSBA, General Marketing, 352B
Appalachian State University
2018-2019

Department of Marketing
College of Business
Program of Study

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 2810	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 1026	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			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: 61 hours					
Semester 5: 15 hours	Appalachian Course	Course Name	Hours		Notes
	MKT 3050	Principals of Marketing	3		
	BUS 2000	Prof Leadership & Career Dev	0		Required for COB admission
	ECO 2200	Business & Econ Stats II	3		
	ENG 3100 or CTE 3340	Business Writing	3		Writing in the Discipline
	COB Core Course		3		
	COB Core Course		3		
	Semester hours			15	
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		
	COB Core Course		3		
	COB Core Course		3		
Semester hours			15		
Semester 7: 15 hours	Appalachian Course	Course Name	Hours		Notes
	MKT 4620	Marketing Research	3		
	MKT Major Elective		3		
	COB Elective		3		3000/4000 Level
	COB Elective		3		3000/4000 Level
	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		
	MKT Major Elective		3		
	Free Elective		3		
	Free Elective		3		
Semester hours			16		
Total Appalachian hours			61		

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 2.5, 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
- 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



