

Universal General Education Transfer Component (UGETC)

| English Composition (6 SCH) The following <u>two</u> English composition courses are required. | | | | | | | |
|--|------------------------------------|--------------|-------------------|------------------------------|--------------|--------------------------------|-------------------------------|
| Prefix | Course Name | Credit Hours | Pre-requisites | University Course Equivalent | Credit Hours | Required or Preferred by Major | Notes |
| ENG 111 | Expository Writing | 3 | None | RC 1000 | 3 | Required | |
| ENG 112 | Argument-Based Research | 3 | ENG 111 | RC 2001 | 3 | Required | |
| Total Credit Hours Required | | 6 | | | 6 | | |
| Humanities/Fine Arts (9 SCH) Students will select <u>three</u> courses from at least two different disciplines: | | | | | | | |
| Prefix | Course Name | Credit Hours | Pre-requisites | University Course Equivalent | Credit Hours | Required or Preferred by Major | Notes |
| ART 111 | Art Appreciation | 3 | None | ART 2011 | 3 | | |
| ART 114 | Art History Survey I | 3 | None | ART 2030 | 3 | | |
| ART 115 | Art History Survey II | 3 | None | ART 2130 | 3 | | |
| COM 231 | Public Speaking | 3 | None | COM 2101 | 3 | | |
| ENG 231 | American Literature I | 3 | ENG 112, 113, 114 | ENG 2350 | 3 | | |
| ENG 232 | American Literature II | 3 | ENG 112, 113, 114 | ENG 2350 | 3 | | |
| ENG 241 | British Literature I | 3 | ENG 112, 113, 114 | ENG 2050 | 3 | | |
| ENG 242 | British Literature II | 3 | ENG 112, 113, 114 | ENG 2050 | 3 | | |
| MUS 110 | Music Appreciation | 3 | None | MUS 2011 | 3 | | |
| MUS 112 | Introduction to Jazz | 3 | None | MUS 2014 | 3 | | |
| PHI 215 | Philosophical Issues | 3 | ENG 111 | PHL Elective | 3 | | |
| PHI 240 | Introduction to Ethics | 3 | ENG 111 | PHL 2000 | 3 | | |
| Total Credit Hours Required | | 9 | | | 9 | | |
| Social /Behavioral Science (9 SCH) Students will select <u>three</u> courses from at least two different disciplines: | | | | | | | |
| Prefix | Course Name | Credit Hours | Pre-requisites | University Course Equivalent | Credit Hours | Required or Preferred by Major | Notes |
| ECO 251 | Principles of Microeconomics | 3 | None | ECO 2030 | 3 | Required | |
| ECO 252 | Principles of Macroeconomics | 3 | None | ECO 2040 | 3 | Required | |
| HIS 111 | World Civilizations I | 3 | None | HIS 1101 | 3 | | |
| HIS 112 | World Civilizations II | 3 | None | HIS 1102 | 3 | | |
| HIS 131 | American History I | 3 | None | HIS 1200 | 3 | | |
| HIS 132 | American History II | 3 | None | HIS 1200 | 3 | | |
| PSY 150 | General Psychology | 3 | None | PSY 1200 | 3 | | |
| POL 120 | American Government | 3 | None | P S 1100 | 3 | | |
| SOC 210 | Introduction to Sociology | 3 | None | SOC 1000 | 3 | | |
| Total Credit Hours Required | | 9 | | | 9 | | |
| Mathematics (3-4 SCH) Students will select <u>one</u> course from the following: | | | | | | | |
| Prefix | Course Name | Credit Hours | Pre-requisites | University Course Equivalent | Credit Hours | Required or Preferred by Major | Notes |
| MAT 143 | Quantitative Literacy | 3 | None | MAT 1010 | 4 | | |
| MAT 152 | Statistical Methods I | 4 | None | STT 2810 | 4 | | |
| MAT 171 | Precalculus Algebra | 4 | None | MAT 1020 | 4 | | Prerequisite for MAT 263 |
| Total Credit Hours Required | | 3-4 | | | 3-4 | | |
| Natural Sciences (4 SCH) Students will select <u>4 SCH</u> from the following courses: | | | | | | | |
| Prefix | Course Name | Credit Hours | Pre-requisites | University Course Equivalent | Credit Hours | Required or Preferred by Major | Notes |
| AST 111/111A | Descriptive Astronomy I and Lab | 4 | None | AST 1002 | 4 | | |
| AST 151/151A | General Astronomy I and lab I | 4 | None | AST 1001 | 4 | | |
| BIO 110 | Principles of Biology | 4 | None | BIO 1201 & BIO 1204 | 4 | | |
| BIO 111 | General Biology | 4 | None | BIO 1201 & BIO 1204 | 4 | | |
| CHM 151 | General Chemistry I | 4 | None | CHE 1101 & CHE 1110 | 4 | | |
| GEL 111 | Introduction Geology | 4 | None | GLY 1101 | 4 | | |
| PHY 110/110A | Conceptual Physics and Lab | 4 | None | PHY 1100 | 4 | | |
| Total Credit Hours Required | | 4 | | | 4 | | |
| Total UGETC Hours 32 | | | | | | | |
| Additional General Education Courses (13-14 SHC) : These courses must be classified as UGETC or general education within the CAA. | | | | | | | |
| Prefix | Course Name | Credit Hours | Pre-requisites | University Course Equivalent | Credit Hours | Category | Notes |
| MAT 263 | Brief Calculus | 4 | MAT 171 | MAT 1035 | 4 | UGETC | Required for admission to COB |
| ACC 120 | Principals of Financial Accounting | 3 | None | ACC 2100 | 3 | GEC | Required for admission to COB |
| CIS 110 | Introduction to Computers | 3 | None | CIS 1026 | 3 | GEC | See Notes |
| UGETC/GEC | | 3 | | | 3 | UGETC/GEC | |
| Total Credit Hours Required | | 13 | | | 13 | | |

Total General Education Hours Required

45

45

Other REQUIRED HOURS (15-16 SHC): These courses must be classified as pre-major, elective or general education within the CAA.

| Prefix | Course Name | Credit Hours | Pre-requisites | University Course Equivalent | Credit Hours | Category | Notes |
|------------------------|--------------------------|--------------|----------------|------------------------------|--------------|------------------------|-------------------------------|
| ACA 122 | College Transfer Success | 1 | None | | 1 | GEC | required by CAA |
| ACC 121 | Principals of Managerial | 3 | ACC 120 | ACC 2110 | 3 | Pre-Major | Required for admission to COB |
| BUS 115 | Business Law | 3 | None | LAW 2150 | 3 | Pre-Major | Required for admission to COB |
| Pre-Major/Elective/GEC | | 3 | | | 3 | Pre-Major/Elective/GEC | |
| Pre-Major/Elective/GEC | | 3 | | | 3 | Pre-Major/Elective/GEC | |
| Pre-Major/Elective/GEC | | 3 | | | 3 | Pre-Major/Elective/GEC | |

Other Required Hours (15-16 SCH)

16

16

Total Semester Credit Hours in Program: 61

61

Notes:

- Passing score on Walker College of Business Basic Computer Proficiency Test or minimum of C in CIS 110 (CIS 1026) required for admission to the College of Business.
- Courses required for admission to College of Business:
 - ACC 2100 (ACC 120); ACC 2110 (ACC 121); BUS 2000; ECO 2030 (ECO 251); ECO 2040 (ECO 252); ECO 2100; LAW 2150 (BUS 115); MAT 1035 (MAT 263)

3rd - 4th Year Plan: BSBA, Marketing, General Concentration, 352B

Admission to the College of Business requires a 2.5 cumulative GPA, based on a minimum of 12 graded hours at Appalachian.

| Semester | Course | Hours | Notes | |
|---|---|-------|--|---------------------------------|
| 5 | BUS 2000 Professional Leadership & Career Development | 0 | Graded Satisfactory/Unsatisfactory | |
| 5 | ECO 2200 Business & Economic Statistics II | 3 | Major Requirement | |
| 5 | MKT 3050 Principals of Marketing | 3 | Major Requirement | |
| 5 | ENG 3100 or BE 3340 Business Writing | 3 | Writing in the Discipline | |
| 5 | COB Core Course | 3 | Major Requirement | |
| 5 | COB Core Course | 3 | Major Requirement | 15 |
| 6 | MKT 3240 Integrated Marketing Comm | 3 | Major Requirement | |
| 6 | MKT 3260 Managing Distribution Channels | 3 | Major Requirement | |
| 6 | MKT 3270 Consumer Behavior | 3 | Major Requirement | |
| 6 | COB Core Course | 3 | Major Requirement | |
| 6 | COB Core Course | 3 | Major Requirement | 15 |
| A senior check must be completed this semester. | | | | |
| 7 | MKT 4620 Marketing Research | 3 | Major Requirement | |
| 7 | MKT Major Elective | 3 | From approved list of MKT electives | |
| 7 | COB Elective (3000/4000 Level) | 3 | Cannot include FIN 3010 or MGT 3009 | |
| 7 | COB Elective (3000/4000 Level) | 3 | Cannot include FIN 3010 or MGT 3010 | |
| 7 | 3000/4000 Level Free Elective | 3 | In or Out of the COB (excluding FIN 3010 & MGT 3010) | 15 |
| 8 | MGT 4750 Strategic Management | 3 | ^See Notes | |
| 8 | BUS 4000 (CAPSTONE) | 1 | ^See Notes | |
| 8 | MKT 4650 Strategic Marketing Management | 3 | Major Requirement | |
| 8 | MKT Major Elective | 3 | Major Requirement | |
| 8 | 3000/4000 Level Free Elective | 3 | In or Out of the COB (excluding FIN 3010 & MGT 3010) | |
| 8 | Free Elective | 3 | Any level COB or non-COB | 16 |
| | | | | 61 |
| | | | | 61 transfer hours |
| | | | | 122 hours needed for graduation |

Notes:

- One course must meet the Global Issues requirement (see Program of Study for options)
- "COB Core Courses" include ENG 3100 or BE 3340, CIS 2050, ECO 2200, FIN 3680, MKT 3630, MKT 3050, and SCM 3650.
- ^Senior check is required prior to registering for MGT 4750 and BUS 4000. All COB Core Courses must be completed prior to taking MGT 4750 and BUS 4000. MGT 4750 and BUS 4000 are to be taken in the last semester.
- Business majors cannot take ACC 1050, FIN 3010 and MGT 3010 for credit towards any degree requirement.
- Marketing majors must earn a minimum major GPA of 2.0 in the 21 hours of MKT required courses and major electives (excluding MKT 3050).
- **Restrictions on 3000/4000 level business courses:** Business majors can enroll in no more than five 3000/4000 level business courses prior to admission to the College of Business. Students must have 54 hours to take 3000 level business courses, and 84hours to take 4000 level business courses. A minimum grade of C in ENG 3100 or BE 3340 is required prior to taking any 4000 level business course.

Residency Requirements

- 33.5 hours must be from Appalachian
- 9 hours in the minor must be from Appalachian
- 50 hours must be at a four-year institution
- 50% of business courses at the major must be completed at Appalachian