BSBA, Marketing, Sales Concentration, 352C   **Associate in Arts**
Appalachian State University
College of Business
Department of Marketing
Program of Study
2016-2017

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 <u>or</u> 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 <u>or</u> 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 <u>or</u> 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 <u>or</u> 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 4 <u>SCH</u> from the following courses:			
Prefix	**Course Name**	**Credit Hours**	**Pre-requisites**	**University Course Equivalent**	**Credit Hours**	**Required <u>or</u> 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

Total UGETC Hours		**32**			**32**		

Additional General Education Courses (13-14 SHC) : These courses must be classified as UGETC <u>or</u> 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, Sales Concentration, 352C

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 3215	3	Major Requirement	
6	MKT 3220	3	Major Requirement	
6	MKT Sales Elective Set 1	3	MKT 3270 OR MKT 3280	
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 Sales Elective Set 2	3	MKT 4560 (or MKT 3910 can be done in prior summer	
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 Sales Elective Set 3	3	See POS for approved electives	
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, MGT 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