

Template for CAA students earning an AS degree

who are interested in Bachelor of Science in Business Administration - Marketing Strategy concentration at University of North Carolina Wilmington

Part I: Complete the AS degree within the NCCCS as outlined.

Universal General Education Transfer Component

English Composition (6 SCH)		The following two English composition courses are required.					
Prefix	Course Name	Credit Hours	Pre-requisites	UNCW Course Equivalent	Credit Hours	Required by Major	Notes
ENG 111	Expository Writing	3		ENG 101	3	yes	Req by CAA
ENG 112	Argument-Based Research	3	ENG 111	ENG 201	3	yes	Req by CAA
Total Credit Hours Required		6			6		

Humanities/Fine Arts (6 SCH)		Students will select two courses from at least two different disciplines:					
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required by Major	Notes
ART 111	Art Appreciation	3	None	ART 001	3		
ART 114	Art History Survey I	3	None	ARH 201	3		
ART 115	Art History Survey II	3	None	ARH 202	3		
COM 231	Public Speaking	3	None	COM 101	3		
ENG 231	American Literature I	3	None	ENG 223	3		
ENG 232	American Literature II	3	None	ENG 224	3		
MUS 110	Music Appreciation	3	None	MUS 115	3		
MUS 112	Introduction to Jazz	3	None	MUS 116	3		
PHI 215	Philosophical Issues	3	ENG 111	PAR 101	3		
PHI 240	Introduction to Ethics	3	ENG 111	PAR 115	3		
Total Credit Hours Required		6			6		

Social /Behavioral Science (6 SCH)		Students will select two courses from at least two different disciplines:					
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required by Major	Notes
ECO 251	Principles of Microeconomics	3	None	ECO 221	3	yes	
ECO 252	Principles of Macroeconomics	3	None	ECO 222	3	yes	
HIS 111	World Civilizations I	3	None	HIST 101	3		
HIS 112	World Civilizations II	3	None	HIST 102	3		
HIS 131	American History I	3	None	HIST 105	3		
HIS 132	American History II	3	None	HIST 106	3		
PSY 150	General Psychology	3	None	PSY 105	3		
POL 120	American Government	3	None	PLS 101	3		
SOC 210	Introduction to Sociology	3	None	SOC 105	3		
Total Credit Hours Required		6			6		

Mathematics (8 SCH)		Students will select two courses from the following:					
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required by Major	Notes
MAT 171	Precalculus Algebra	4		MAT 111	4	yes	
MAT 172	Precalculus Trigonometry	4		MAT 112	4		
MAT 263	Brief Calculus	4	MAT 171	MAT 151	4	yes	
MAT 271	Calculus I	4	MAT 172	MAT 161	4		
Total Credit Hours Required		8			8		

Natural Sciences (8 SCH)		Students will select 8 SCH from the following courses:					
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required by Major	Notes
AST 151/151A	General Astronomy I and Lab	4		PHY 260 + PHY 001	4		will meet GEC requirement, cannot take both AST 111 and AST 151
BIO 110	Principles of Biology	4		BIO 105	4		
BIO 111	General Biology	4		BIO 201	4		
BIO 112	General Biology II	4	BIO 111	BIO 202	4		
CHM 151	General Chemistry I	4		CHM 101	4		
CHM 152	General Chemistry II	4	CHM 151	CHM 102	4		
GEL 111	Introduction Geology	4		GYL 101	4		
PHY 110/110A	Conceptual Physics and Lab	4		PHY 105	4		
PHY 151	College Physics I	4		PHY 101	4		
PHY 152	College Physics II	4	PHY 151	PHY 102	4		
PHY 251	General Physic I	4		PHY 201	4		
PHY 252	General Physics II	4	PHY 251	PHY 202	4		
Total Credit Hours Required		8			8		

Total UGETC Hours **34** **34**

Additional General Education Courses (11 SHC) : These courses must classified as UGETC or general education within the CAA.							
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Category	Notes
MAT 152	Statistical Methods I	4		STT 215 + STT 001	3 + 1	UGETC	Required for Major
ECO 252	Principles of Macroeconomics	3		ECN 222	3	UGETC	Required for Major
Foreign Language		4			3 + 1	GEN ED	US FL requirement***
Total Credit Hours Required		11			11		

Total General Education Hours Required **45** **45**

**Recommend that the 45 hours include 2 WI & 2 IL

***US Foreign Language requirement is level 211 (201) same language as High School or if no language on record. Otherwise, 111 (101), and 112 (102) of a different language.

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		UNI 001	1	GEC	required by CAA
PED 110	Fit and Well for Life	3		PED 101	2	GEN ED	US requirement
Foreign Language		4			3 + 1	GEN ED	US FL requirement
ACC 120	Prin of Financial Accounting	4		ACG 201 + ACGL 201	3 + 1	Pre-major/Elective	Required for Major
ACC 121	Prin of Managerial Accounting	4		ACG 203 + ACG 001	3 + 1	Pre-major/Elective	Required for Major

Other Required Hours (15-16 SCH) **16** **16**

Total Semester Credit Hours in Program: 61 (minimum 60 required)

Part II: Complete UNCW Degree Plan for Bachelor of Science in Business Administration - Marketing Strategy concentration

Third Year						
FALL			SPRING			
Prefix	Course Name	Credit Hours	Prefix	Course Name	Credit Hours	Comments
MIS 313	Intro to Mgt. Info Systems	3	BUS 305	Business Essentials	1	
BUS 205	Business Career Prep	1	FIN 335	Principles of Financial Management	3	
INB 300	International Business	3	MKT 343	Marketing Intelligence and Communication	3	
MKT 340	Principles of Marketing	3	MKT 349	Consumer Behavior	3	
MGT 350	Principles of Management	3	MKT 440	Marketing Analytics	3	
General Elective or Foreign Language		3	Gen Elective		3	
Total Credit Hours Required		16			16	
Fourth Year						
FALL			SPRING			
Prefix	Course Name	Credit Hours	Prefix	Course Name	Credit Hours	Comments
MKT 443	Marketing Research Design	3	MKT 445	Marketing Strategy	3	
MKT Elective		3	MGT 455	Competitive Strategy	3	
OPS 370	Principles of Operations Mgt.	3	MKT Elective		3	
BLA 361	Legal Environment of Business	3	Gen Elective or Internship		3	
General Elective		3	Gen Elective		3	
			Gen Elective		1	
Total Credit Hours Required		15			16	

Total Semester Credit Hours at UNCW: 63

Total Semester Credit Hours required for graduation: 124