

Cameron School of Business Advising Worksheet
B.S. Business Administration



Marketing Strategy Concentration
2018 – 2019 Catalogue

Cameron Admission	Notes	Prereqs
MAT 151 or 161 Calculus		MAT 111
BAN 280 Statistics		MAT 111
ACG 201 Fin Accounting		MAT 111
ACGL 201 Accounting Lab		MAT 111
ECN 221 Microeconomics		MAT 111
ECN 222 Macroeconomics		ECN 221
MIS 213 Mgt Info Systems		
ENG 101+201 or 103		
<input type="checkbox"/> Minimum C- required in all admission courses		
<input type="checkbox"/> 12 hrs in business courses at UNCW		
<input type="checkbox"/> 2.7 UNCW GPA required for admission		

Cameron Core Courses	Notes	Prereqs
<i>Courses with * Require Junior Standing –OR- CSB Admission to Enroll</i>		
ACG 203 Managerial Acct		ACG 201, ACGL 201
BUS 206 & ENG 206		
FIN 335 Financial Mgt		ACG 201, ECN 222, BAN 280
SCM 370 Operations Mgt		BAN 280
* BLA 361 Business Law		
* INB 300 International Bus		ECN 222
* MGT 350 Princip of Mgt		
* MKT 340 Princip of Mkt		

Concentration/Capstone	Notes	Prereqs
<i>Courses with * Require CSB Admission to Enroll</i>		
MKT 343 (WI/IL) Intell		MKT 340
* MKT 349 Consum Beh		MKT 340
* MKT 440 Mkt Analytics		MKT 340
* MKT 443 Research		MKT 343
* MKT 445 Mkt Strategy		MKT 343 + 9 hrs in concentration
* MKT Elective		Varies
* MKT Elective		Varies
* MGT 455 Comp Strategy		All Core + 9 hrs in concent

University Studies	Notes
I.A. ENG 101 or 103	
I.A. ENG 201	Exempt w/ ENG 103
I.B. Wellness: PED 101	
I.C. Mathematics	Met with MAT 151 or BAN 280
I.D. Foreign Language	See Language Requirements
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I.D. Foreign Language	*If applicable. Check audit*
II.A. Aesthetic, Int, Lit (AIL)	
II.A. Aesthetic, Int, Lit (AIL)	2nd Discipline:
II.B. Historical/Philos (HPA)	
II.B. Historical/Philos (HPA)	2nd Discipline:
II.C. Science (SNW) no Lab	
II.C. Science (SNW) w/ Lab	2nd Discipline:
II.D. Human Inst & Behv (UHIB)	Met with ECN 221 or ECN 222
II.D. Human Inst & Behv (UHIB)	Met with MGT 350
II.E. Living Diverse Nation (LDN)	Met with MGT 350
II.F. Global Society (LGS)	Met with INB 300
IV.A. Writing Intensive (WI)	Met with BUS+ENG 206
IV.A. Writing Intensive (WI)	Met with MKT 343
IV.B. Info Literacy (IL)	Met with MIS 213
IV.B. Info Literacy (IL)	Met with SCM 370
IV.C. Critical Reasoning	Met with MGT 455
V. Explorations Beyond...	Met with BUS+ENG 206
Oral Communications	Met with MGT 455

Note: See degree audit to locate courses that fulfill University Studies requirements.

Are You Clear to Graduate?
<input type="checkbox"/> Minimum 124 earned hours to graduate
<input type="checkbox"/> Earned Good Academic Standing (2.0 overall) to graduate
<input type="checkbox"/> Earned minimum C- in Concentration + Core courses
<input type="checkbox"/> Applied to Graduate by Deadline (one semester in advance)