

NAME:

DATE:

ADVISOR:

PIN:

DEGREE: B.S. Business Administration  
OPTION: Marketing

CATALOG YEAR: FA2013; SP2014; SU2014  
CATALOG: 2013-2014

**ADMISSION TO THE CAMERON SCHOOL OF BUSINESS REQUIREMENTS:**

- Complete Online Orientation and Application. Go to this website and click on link on right side of screen to apply: (<http://www.csb.uncw.edu/advising/admissions.htm>)
- Complete a minimum of 30 semester hours at any institution.
- Complete a minimum of 12 hours at UNCW in courses in CSB and/or ENG 101 (or 100), 201 (or 200) (or ENG 103); MAT 151 or 161.
- Complete each of the following with at least a “C-“: ENG 101 (or ENG 100), 201 (or ENG 200) (or ENG 103); MAT 151 or 161; QMM 280; ACG 201, ACGL 201; ECN 221, 222; and MIS 213
- An overall GPA of at least 2.70 for all course work attempted at UNCW.

**GRADUATION FROM UNCW (WITH A MKT OPTION) REQUIREMENTS:**

Complete at least **124 semester hours** with a Grade Point Average (GPA) of 2.00 or better in both the UNCW and CSB GPAs. (Students taking more than one CSB option and/or minors may need to complete more than 124 credit hours to fulfill minimum requirements.)

**Hours:** Earned: \_\_\_\_\_ + In-Progress: \_\_\_\_\_ + Needs: \_\_\_\_\_ = **124 total**

- Freshman: Less than 30 credit hours earned
- Sophomore: 30 – 59 credit hours earned
- Junior: 60 – 89 credit hours earned
- Senior: More than 89 credit hours earned

**UNIVERSITY STUDIES REQUIREMENTS:**

**Foundations**

- I. A. Composition (3-6 hrs): Courses in English composition (ENG 101 (or 100) + 201 (or 200) or ENG 103).
- I. B. Lifetime Wellness (2 hrs): Physical Activity (PED 101).
- I. C. Mathematics (3 hrs): Approved course in Mathematics (MAT 111, 115 or/and MAT 151 or 161).
- I. D. Foreign Language (3-6 hrs): Proficiency through 201 level or 102 level in language not previously studied
- I. E. First Year Seminar: (3 hours): (UNI 101)

**Approaches and Perspectives:** No more than 3 credit hours from any one discipline per category.

- II.A. Aesthetic, Interpretative, and Literary Perspectives (at least 6 hrs)
- II. B. Historical and Philosophical Approaches (at least 6 hrs)
- II. C. Scientific Approaches to the Natural World (at least 7 hrs with one lab course)
- II. D. Understanding Human Institutions and Behaviors (ENC 221 and MGT 350)
- II. E. Living in Our Diverse Nation (MGT 350)
- II. F. Living in a Global Society (INB 300)

**Building Competencies:**

- IV. A. Writing Intensive (MKT 343 plus 6 hours of additional coursework)
- IV. B. Information Literacy (ENG 201 (or 200) & MIS 213 & UNI 101)

- IV. C. Quantitative and Logical Reasoning (QMM 280 plus 3 hours of additional coursework – MAT 151 can count if it’s not been used to fulfill I. C.)

**Explorations Beyond the Classroom:**

- V. BUS 305

**Capstone Courses**

- VI. MGT 455

**Thematic Transdisciplinary Clusters**

- III. Choose “The Foundations for Systems Thinking” cluster (ECN 221, ECN 222, OPS 370)

**CAMERON SCHOOL OF BUSINESS CORE** (34 semester hours)

*Must earn passing grade in all core classes and a minimum of a C- for MKT 340*

- ACG 201 Financial Accounting (Pre: MAT 111, Co: ACGL 201)
- ACGL 201 Financial Accounting Lab (Pre: MAT 111, Co: ACG 201)
- ECN 221 Principles of Economics – Micro (Pre: MAT 111)
- ECN 222 Principles of Economics – Macro (Pre: ECN 221)
- MIS 213 Management Information Systems
- QMM 280 Statistical Analysis (Pre: MAT 111)
- ENG 101 (or 100)
- ENG 201 (or 200)
- MAT 151 (or MAT 161)

ENG 103 replaces both courses

These courses are required for admission to CSB. Grade of C- or better required.

- ACG 203 Managerial Accounting (Pre: ACG 201, ACGL 201)
- BLA 361 Legal Environment (Pre: Junior Standing or Admission into CSB)
- FIN 335 Business Finance (Pre: ACG 201, ACGL 201, ECN 222, QMM 280)
- INB 300 International Business (Pre: ECN 222, Junior Standing or Admission into CSB)
- MGT 350 Principles of Management (Pre: Junior Standing or Admission into CSB)
- MKT 340 Principles of Marketing (Pre: Junior Standing or Admission into CSB)
- OPS 370 Operations Management (Pre: QMM 280)
- BUS 205 Business Career Preparation
- BUS 305 Business Essentials

All CSB students must complete these courses. They are not required prior to being admitted to CSB.

- MGT 455 Competitive Strategy (Pre: BLA 361, FIN 335, INB 300, MGT 350, MKT 340, OPS 370, and must complete 9 hours in concentration)

**REQUIRED OPTION COURSES** (21 semester hours) (All courses require admission to CSB)

*Minimum C- on all courses taken in MKT including MKT 340. All classes require MKT 340 as a prerequisite.*

**Professional Selling:**

- MKT 343 Marketing Intelligence and Communication (Pre: a grade of C- or better in QMM 280)
- MKT 348 Professional Selling
- MKT 441 Sales Force Automation (Pre: MIS 213) (also known as Customer Relationship Management)
- MKT 448 Sales Management (Pre: MKT 343)
- MKT 445 Marketing Strategy (Pre: MGT 350, MKT 343, 348, 441 and Senior standing)

Select Two (2) Courses from the following: (All require MKT 340 as a prerequisite)

- MKT 345 Sports Marketing
- MKT 346 Retail Management

- MKT 347 Promotions Management
- MKT 349 Consumer Behavior
- MKT 440 Marketing Analytics (Pre: QMM 280 or STT 215)
- MKT 442 International Marketing (Pre: INB 300)
- MKT 443 Marketing Research (Pre: MKT 343)
- MKT 444 Internet Marketing (Pre: MIS 213)
- MKT 447 Services Marketing
- MKT 495 Seminar in Marketing

**-OR-**

***Marketing Strategy:***

- MKT 343 Marketing Intelligence and Communication (Pre: a grade of C- or better in QMM 280)
- MKT 349 Consumer Behavior
- MKT 443 Marketing Research Design (Pre: MKT 343)
- MKT 440 Marketing Analytics (Pre: QMM 280 or STT 215)
- MKT 445 Marketing Strategy (Pre: MGT 350, MKT 343, 349, 443 and Senior standing)

Select Two (2) Courses from the following: (All require MKT 340 as a prerequisite)

- MKT 345 Sports Marketing
- MKT 346 Retail Management
- MKT 347 Promotions Management
- MKT 348 Professional Selling
- MKT 441 Sales Force Automation (also known as Customer Relationship Management)
- MKT 442 International Marketing (Pre: INB 300)
- MKT 444 Internet Marketing (Pre: MIS 213)
- MKT 447 Services Marketing
- MTK 448 Sales Management
- MKT 495 Seminar in Marketing

MKT 498 is for internship credit. You can only get credit for an internship IF you have senior standing, at least a 3.0 CSB GPA, 6 credit hours of MKT coursework beyond MKT 340, and approval by a marketing faculty advisor. **Internship credit counts only as a general business elective – not a marketing course.**

**SECOND CSB OPTION COURSES**

You may "double count" one approved course in MKT and a 2nd CSB option. You cannot graduate with two MKT options.

**GENERAL ELECTIVES**

- General Electives must be sufficient to complete the total number of semester hours required for the degree (124 total minimum credit hours).

**Please submit an application to graduate, via SeaNet, no later than the end of the semester *before* you plan to graduate to ensure everything is in order.**

- For example, if you are graduating in Spring 2015, apply to graduate no later than the last week in November 2014.

If you wait until the official application deadline, no one will be reviewing your records until it is too late to fix any potential problems.

- NOTES:

**PROPOSED SCHEDULE**

Semester	Semester	Semester
TOTAL	TOTAL	TOTAL

**CAMERON STUDENT SERVICES**

- Cameron Student Services Center (CH 121) at <http://csb.uncw.edu/advising/index.htm>
- Cameron - Internships (CH 240-G) at <http://csb.uncw.edu/serviceLearning/internships.htm>
- CSB Student Organizations at <http://csb.uncw.edu/students/organizations.htm>