HOW DO I GET ADMITTED TO THE CAMERON SCHOOL OF BUSINESS?

- The Admission process starts while you are still in University College- as soon as you express an interest in Business. Your UC advisor will guide you in taking (as many as possible) University Studies courses that are also required for admission to the Cameron School of Business (CSB). When you have at least 24 hours of earned credits, you can declare your “Pre-Business” major.

- Declare “Pre-Business” as your major through MySeaPort. Although this does not guarantee your admission to the Cameron School of Business, students who meet all admission criteria will be accepted. Admission requirements are outlined below:
  
  - Complete each of the following UNCW courses with at least a “C-“: ENG 100 or 101, 200 or 201, (ENG 103 may be substituted for ENG 100/101 and ENG 200/201); MAT 151 or 161; QMM 280; ACG *201; ECN 221, 222 and MIS 213.
  - Complete a minimum of 30 credit hours.
  - Complete at least 12 credit hours within the Cameron School of Business.
  - Earn an overall grade point average of at least 2.70 on a 4.00 scale in all course work attempted at UNCW.

- Review your Degree Audit from SeaNet. Your audit confirms the following information:
  
  - Your major has been correctly recorded.
  - The name of your new faculty advisor. (Note: Advisors are manually assigned based on your concentration- there may be a slight delay between declaration and advisor assignment)
  - Courses you have completed and those you need to fulfill both admission and graduation requirements.

- Complete the Cameron School of Business online orientation/admission application immediately after the Registrar has recorded your “PRE-Business” major declaration, regardless of whether admission requirements have been completed. Students who are in the process of completing requirements will have an application status of “pending.” CSB Student Services will review pending applications each semester and will notify students as soon as they are accepted. To access the admission application, log into the CSB Portal (accessible under “quick links” on the CSB web page), create a password, and click on the application link.

WHERE MAY I RECEIVE ADDITIONAL INFORMATION ABOUT THE CAMERON SCHOOL OF BUSINESS AND THE STUDENT SERVICES ADVISING CENTER?

- Review the “Advising” link on the CSB website. On this site you will find important information on Options (disciplines within Business) available to study, and Option worksheets which will outline specific courses you need to complete. Once you choose an option, you should use your Degree Audit to complete the worksheet and use it for future course planning.

- Your new Advising Center is Cameron Student Services, located in Cameron Hall, room 121. Although you will have advising appointments with your faculty advisor (who teaches in your Option of choice), the Student Services Advising Center is available for you from 8-5 M-F. No appointments necessary. We can also be reached at 910-962-3899.

B. S. Business Administration
College: Cameron School of Business
Option: Marketing (MKT)

Course requirements for all UNCW degrees include: (1) University Studies, (2) specific major requirements, and (3) sufficient elective hours for a combined total of a minimum of 124 hours.

MAJOR REQUIREMENTS – MKT (Minimum 57 hours)

Collateral Courses: (9 hours)

—— 1+ECN 221 Principles of Economics – Micro (3) Prerequisite: MAT 111
—— 1+ECN 222 Principles of Economics – Macro (3) Prerequisite: ECN 221
—— 1+MAT 151 Basic Calculus with Applications I (3) Prerequisite: MAT 111 or 115 or equivalent preparation

Core Courses: (36 hours)

—— 1*ACG 201 Financial Accounting (3), Lab (1) Pre/Corequisite: MAT 111
  (Meets Computer Requirement with MIS 213)
—— ACG 203 Managerial Accounting (3) Prerequisite: ACG *201
—— BLA 361 Legal Environment of Business (3) Prerequisite: Junior/senior standing or admission to CSB
—— BUS 205 Business Career Preparation (1) Prerequisites: Sophomore/junior standing and BUS major
—— BUS 405 Business Essentials (1) Prerequisite: BUS 205
—— FIN 335 Principles of Financial Management (3) Prerequisites: ACG 201, ECN 222, QMM 280
—— +INB 300 International Business (3) Prerequisites: ECN 222 and junior standing, or admission to CSB
—— +MGT 350 Principles of Management (3) Prerequisite: Junior standing or admission to CSB
—— 2MGT 455 Competitive Strategy (3) Prerequisites: BLA 361, FIN 335, INB 300, MGT 350, MKT 340, OPS 370, 9 hours completed in the concentration, and admission to CSB
  (Meets Oral Communication Requirement)
—— 1MIS 213 Introduction to Information Systems and Technology (3)
  (Meets Computer Requirement with ACGL 201)
—— MKT 340 Principles of Marketing (3) Prerequisite: Junior standing or admission to CSB
—— OPS 370 Principles of Operations Management (3) Prerequisite: QMM 280
—— 1+QMM 280 Statistical Analysis for Business and Economics (3) Prerequisite: MAT 111

MKT Option: (21 hours)

—— 2MKT 343 Marketing Intelligence and Communication (3) Prerequisites: MKT 340 and a grade of “C-” or better in QMM 280
—— 2MKT 348 Professional Selling (3) Prerequisite: MKT 340
—— 2MKT 349 Consumer Behavior (3) Prerequisite: MKT 340
—— 2MKT 443 Marketing Research Design (3) Prerequisite: MKT 343
—— 2MKT 445 Marketing Strategy (3) Prerequisites: MGT 350, MKT 343, 349, 443 and senior standing
—— 2MKT Choose two courses from the following: MKT 345, 346, 347, 441, 442, 444, 447, 448, 495.

Students seeking the B.S. degree in business administration with must earn a minimum GPA of 2.00 in all business and concentration courses attempted in the Cameron School of Business. No grade below a “C-” will be accepted towards graduation in a student’s concentration or business school core course in that same concentration.

1These courses are required for admission to the Cameron School of Business
2These courses require admission to the Cameron School of Business prior to enrollment
*These courses require a lab
+May also be used to satisfy University Studies Foundations & Approaches and Perspectives requirements

Requirements to declare PRE-Business: Completion of 24 hours
For further information, see the CSB website: http://www.csb.uncw.edu and http://catalogue.uncw.edu.

This document is considered an unofficial guide. Please refer to your degree audit for the latest updates.

4/25/14