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 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.

Requirements to declare PRE-Business:
Many students will declare “PRE-Business” as their major first. Students declare PRE-Business before they have met ALL of the admission criteria.
- Students can declare “PRE-Business” once they have earned 24 hours of credits at UNCW.
- Declaring PRE-Business does not guarantee admission to the CSB, however, students who meet all admission criteria will be accepted.

Requirements for Admission to Cameron School of Business:
To be formally admitted to the Bachelor of Science with a major in business administration program in the CSB, a student must meet each of the following admission requirements:
- Completion of at least 30 credit hours, with at least 12 credit hours taken from within CSB.
- Completion of each of the following courses with at least a “C-“: ENG 100 or ENG 101, ENG 200 or ENG 201, (ENG 103 may be substituted for ENG 100/101 and ENG 200/201); MAT 151 or MAT 161; QMM 280; ACG 201, ACGL 201; ECN 221, and ECN 222.
- An overall grade point average of at least 2.70 on a 4.0 scale for all course work attempted at UNCW.
- Completion of the CSB admission orientation and application.

Advising Tips for after you declare Pre-Business:
Run a Degree Audit (located in SeaNet). This is an excellent tool to help you analyze degree requirements. 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 courses you still need to fulfill for admission and graduation requirements.

Complete the CSB online orientation/admission application.
- Do this immediately after the Registrar has recorded your PRE-Business major declaration regardless of whether all 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 will 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.
- Check out our websites: http://csb.uncw.edu/ and http://csb.uncw.edu/advising/index.htm/
B. S. Business Administration

College: Cameron School of Business

Option: Marketing (MKT) - Marketing Strategy

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 – Marketing Strategy (Minimum 66 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
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- Pre-BUS/CSB majors
BUS 305 Business Essentials (1) Prerequisite: BUS 205
FIN 335 Principles of Financial Management (3) Prerequisites: ACG 201, ECN 222, QMM 280
+MGT 350 Principles of Management (3) Prerequisite: Junior standing or admission to CSB
MKT 340 Principles of Marketing (3) Prerequisite: Junior standing or admission to CSB
(Oral Communication Requirement)
MIS 313 Introduction to Management Information Systems and Technology (3) Pre/Corequisite: ACG 201
MKT 340 Principles of Marketing (3) Prerequisite: Junior standing or admission to CSB
MKT 343 MKT 440 Marketing Analytics (3) Prerequisite: MKT 340
MKT 343 MKT 443 Marketing Research Design (3) Prerequisite: MKT 343
MKT 445 Marketing Strategy (3) Prerequisites: MGT 350, MKT 343, senior standing and completion of additional 9 hours of upper division marketing courses.
MKT 345 Choose two courses from the following: MKT 345, 346, 347, 348, 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.

1 These courses are required for admission to the Cameron School of Business
2 These 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.

2/2/2016