

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY
School of Business and Economics
DEPARTMENT OF MARKETING, TRANSPORTATION & SUPPLY CHAIN:
MARKETING
(Revised 5/09)

Student Name: _____
Date Prepared: _____

Students in the Department of Marketing, Transportation & Supply Chain must select a major in Marketing or Transportation Supply Chain Management. Students majoring in Marketing may elect a program concentration in Sales. Students in the School of Business and Economics must earn a minimum grade of "C" in UNST 110, 221; MATH 111, 112; ACCT 221, ECON 305, BUED 360, BUAD 481 and BUAD 520. Additionally, a minimum grade of "C" MUST BE EARNED in all 10 (30 hours) courses listed as MAJOR PROGRAM REQUIREMENTS.

CURRICULUM GUIDE FOR THE MAJOR IN

**MARKETING
(0152)**

Effective: Fall 2009

MARKETING

FRESHMAN YEAR

<u>First Semester</u>		<u>Credit</u>
___ UNST 110	Critical Writing I	3
___ UNST 120	The Contemporary World	3
___ UNST 130	Analytical Reasoning	3
___ MATH 111	College Algebra & Trigonometry	4
___ BUAD 220	Business Environment	3
___ UNST 100	University Experience	<u>1</u>
		17
<u>Second Semester</u>		
___ UNST 221	Thematic Writing and Speaking	3
___ UNST 140	The African American Experience	3
___ MATH 112	Calculus for Non-Math Majors	4
___ SPCH 250	Speech Fundamentals	3
___ PSYC 320	General Psychology	3
___ HPED Elective ¹	_____	<u>1</u>
		17

SOPHOMORE YEAR

<u>First Semester</u>		<u>Credit</u>
___ UNST Cluster Theme Elective*	_____	3
___ ECON 200	Principles of Economics (MICRO)	3
___ ECON 305	Elementary Statistics	3
___ ACCT 221	Principles of Accounting I	3
___ BUAD 341	Intro to Management Info Systems	3
___ HPED Elective ¹	_____	<u>1</u>
		16
<u>Second Semester</u>		
___ ECON 201	Principles of Economics (MACRO)	3
___ ECON 310	Advanced Statistics	3
___ ACCT 222	Principles of Accounting II	3
___ BUED 360	Business Communications	3
___ UNST Cluster Theme Elective*	_____	<u>3</u>
		15

MARKETING

JUNIOR YEAR

<u>First Semester</u>		<u>Credit</u>
____ BUAD 481	Management Science	3
____ MKTG 430	Marketing	3
____ BUAD 422	Management Concepts	3
____ ACCT 446	Managerial Accounting	3
____ BUAD 453	Business Finance	<u>3</u>
		15

Second Semester

____ BUAD 482	Production Management	3
____ MKTG 432	Consumer Behavior	3
____ ECON 415	Money and Banking	3
____ MKTG 435	Selling & Sales Management	3
____ BUAD 361	Legal Environment of Business	<u>3</u>
		15

SENIOR YEAR

First Semester

____ MKTG 438	Marketing Communications	3
____ MKTG 538	Marketing Research	3
____ BUAD 462	Business Law	3
____ UNST Cluster Theme Elective* or Nonbusiness Elective ³	_____	3
____ Marketing Elective ²	_____	<u>3</u>
		15

Second Semester

____ BUAD 520	Strategic Management (Capstone Course)	3
____ MKTG 537	International Marketing	3
____ MKTG 639	Marketing Management	3
____ Marketing Elective ²	_____	3
____ Nonbusiness Elective ³	_____	<u>3</u>
		15

Total Credit Hours: 125

MAJOR PROGRAM REQUIREMENTS:

<u>MAJOR PROGRAM REQUIREMENTS:</u>	<u>SEMESTER HRS.</u>
◆ MKTG 430 {Marketing}	3
◆ MKTG 432 {Consumer Behavior}	3
◆ MKTG 435 [Selling & Sales Management]	3
◆ MKTG 438 {Marketing Communications}	3
◆ BUAD 481 {Management Science}	3
◆ MKTG 537 {International Marketing}	3
◆ MKTG 538 {Marketing Research}	3
◆ MKTG 639 {Marketing Management}	3
◆ ACCT 446 {Managerial Accounting}	3
◆ ECON 310 {Advanced Statistics}	<u>3</u>
	30

* UNST Cluster Theme Electives: Students are required to select a UNST Cluster Theme and complete four courses within that theme. If a student selects either Energy, Environment & Society, or Community, Conflict & Society as a cluster theme, all of the cluster theme electives will be satisfied via MATH 111, MATH 112, UNST 221 & BUAD 361; however, non-business/non-economics electives must be taken to fulfill the remaining hours to compete a minimum of 125 hours.

MARKETING

ENDNOTES

***UNST Cluster Theme Electives:** Students are required to select a UNST Cluster Theme and complete four courses within that theme. If a student selects either Energy, Environment & Society, or Community, Conflict & Society as a cluster theme, all of the cluster theme electives will be satisfied via MATH 111, MATH 112, UNST 221 & BUAD 361; however, non-business/non-economics electives must be taken to fulfill the remaining hours to compete a minimum of 125 hours.

¹**HPED Electives:** Recommended electives include: HPED 104, 105, 107, 109, 113, 114, and 118.

²**Marketing Electives:** Select six hours from the following: BUAD 426 (Organizational Behavior); MKTG 433 (Retailing); BUAD 440 (Management Information Systems); BUAD 526 (International Management); BUAD 425 (Entrepreneurship); BUED 400 (Business Reports and Presentations); PSYC 420 (Social Psychology); TSCM 340 (Introduction to Supply Chain Management); TSCM 360 (Introduction to Transportation). Students may also elect courses required for the CRM&M Certificate: MKTG 434-Business-to-Business (B2B) Marketing; MKTG 535-Customer Relationship Marketing/Management Concepts; MKTG 536-Customer Relationship Marketing & Management Technologies; MKTG 539-Special Topics in Customer Relationship Marketing & Management.

³**Nonbusiness Electives** {Recommended}: SPCH 452 (Public Speaking); SPCH 552 (Persuasive Communication); ENGL 260 (Expository Writing); ENGL 300 (Advanced Composition); COMM 500 (Public Relations Seminar), Computer Science (200 level and above) in consultation with advisor and Foreign Languages.

- In order to meet graduation requirements, a student majoring in **MARKETING** must maintain a 2.0 overall and a 2.0 in the major program requirements. **A minimum grade of "C" MUST BE EARNED in each of the 10 courses (30 hours) listed as Major Program Requirements and in BUAD 520.**
- A student must also successfully complete **UNST 110, 221; MATH 111, 112; ACCT 221, ECON 305, BUED 360, BUAD 481 and BUAD 520** with a grad of "C" or higher in each course.
- After completing 88 semester hours of course work, a student must make an appointment with the Department Chairperson for a Degree Audit.