

**Department of Marketing, Transportation and Supply Chain**  
**Bachelor of Science in Marketing**  
**Major Code: MKT**

**Curriculum Guide**

<b>Course</b>	<b>CR</b>	<b>Course</b>	<b>CR</b>
<b>Freshman Year: First Semester</b>		<b>Freshman Year: Second Semester</b>	
FRST 101	1	BUED 110 ( <i>formerly BUED 210</i> )	3
ENGL 100	3	ENGL 101	3
MATH 111 <sup>1</sup>	4	MATH 112	4
MGMT 110 ( <i>formerly MGMT 220</i> )	3	Scientific Reasoning II <sup>2</sup>	3
Scientific Reasoning I <sup>2</sup>	3	African-American Culture and	
Scientific Reasoning I Lab <sup>2</sup>	1	History Elective	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>16</b>
<b>Sophomore Year: First Semester</b>		<b>Sophomore Year: Second Semester</b>	
ACCT 221	3	ACCT 222	3
ECON 200	3	ECON 201	3
ECON 206	3	MGMT 132 ( <i>formerly MIS 241</i> )	3
PSYC 101 ( <i>formerly PSYC 320</i> )	3	MKTG 230 ( <i>formerly MKTG 430</i> )	3
SPCH 250	3	Elective	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>
<b>Junior Year: First Semester</b>		<b>Junior Year: Second Semester</b>	
FIN 343 ( <i>formerly FIN 253</i> )	3	BUED 260 ( <i>formerly BUED 360</i> )	3
MGMT 201 ( <i>formerly MGMT 422</i> )	3	MGMT 315 ( <i>formerly MGMT 481</i> )	3
MKTG 444 ( <i>formerly MKTG 538</i> )	3	MKTG 332 ( <i>formerly MKTG 432</i> )	3
TSCM 240* ( <i>formerly TSCM 340</i> )	3	MKTG 335 ( <i>formerly MKTG 435</i> )	3
Elective	2	MKTG 447 ( <i>formerly MKTG 537</i> )	3
<b>Semester Total</b>	<b>14</b>	<b>Semester Total</b>	<b>15</b>
<b>Senior Year: First Semester</b>		<b>Senior Year: Second Semester</b>	
MGMT 303 ( <i>formerly MGMT 361</i> )	3	MGMT 495 ( <i>formerly MGMT 520</i> )	3
MKTG 338 ( <i>formerly MKTG 438</i> )	3	MKTG 333 ( <i>formerly MKTG 433</i> )	3
MKTG 445 ( <i>formerly MKTG 535</i> )	3	MKTG 489 ( <i>formerly MKTG 639</i> )	3
MKTG Elective	3	Global Awareness Elective	3
MKTG Elective	3	Elective	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>

**Total Credit Hours: 120**

<sup>1</sup>Two MATH courses are required for this discipline: MATH 111 and MATH 112. (MATH 103 & MATH 104 combined can substitute for MATH 111.) MATH 131 and/or MATH 132 can be used as substitutions for either course provided that two of these four courses are taken. All MATHs require a minimum of grade C or better. MATH 131 and MATH 132 are recommended for those planning to pursue graduate study. MATH 110 is not a substitute for MATH 111.

<sup>2</sup>For a list of courses satisfying the Scientific Reasoning, African-American Culture and History, and Global Awareness general education components, please refer to the department office or at:

[http://www.ncat.edu/provost/general\\_education\\_resources/general\\_education\\_course\\_list/index.html](http://www.ncat.edu/provost/general_education_resources/general_education_course_list/index.html)

NOTE: The two (2) courses chosen to fulfill the African-American Culture and History elective and the Global Awareness elective must include one African-American Culture and History course and one Global Awareness course (that is, an African-American Culture and History course must be chosen for one of these electives and a Global Awareness course must be chosen for the other elective).

## MAJOR PROGRAM REQUIREMENTS

*Students must earn a C (not C-) or better in the following courses:*

MKTG 230 ( <i>formerly MKTG 430</i> )	MKTG 444 ( <i>formerly MKTG 538</i> )
MKTG 332 ( <i>formerly MKTG 432</i> )	MKTG 445 ( <i>formerly MKTG 535</i> )
MKTG 333 ( <i>formerly MKTG 433</i> )	MKTG 447 ( <i>formerly MKTG 537</i> )
MKGT 335 ( <i>formerly MKTG 435</i> )	MKTG 489 ( <i>formerly MKTG 639</i> )
MKGT 338 ( <i>formerly MKTG 438</i> )	TSCM 240 ( <i>formerly TSCM 340</i> )