

# Department of Marketing, Transportation and Supply Chain

Bachelor of Science in Marketing (Sales)

Major Code: MKT

Concentration Code: SALE

## Curriculum Guide

Course	CR	Course	CR
<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 <sup>1</sup>	4
Scientific Reasoning I <sup>2</sup>	3	Scientific Reasoning II <sup>2</sup>	3
Scientific Reasoning I Lab <sup>2</sup>	1	African-American Culture and History Elective	3
MGMT 110 ( <i>formerly MGMT 220</i> )	3	<b>Semester Total</b>	<b>16</b>
<b>Semester Total</b>	<b>15</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>18</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 Elective	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 486 ( <i>formerly MKTG 636</i> )	3
MKTG 334 ( <i>formerly MKTG 434</i> )	3	MKTG 489 ( <i>formerly MKTG 639</i> )	3
MKTG 445 ( <i>formerly MKTG 535</i> )	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 or better in the following courses:*

MKTG 230 (formerly MKTG 430)	MKTG 444 (formerly MKTG 538)
MKTG 332 (formerly MKTG 432)	MKTG 445 (formerly MKTG 535)
MKTG 334 (formerly MKTG 434)	MKTG 486 (formerly MKTG 636)
MKGT 335 (formerly MKTG 435)	MKTG 489 (formerly MKTG 639)
MKGT 338 (formerly MKTG 438)	TSCM 240 (formerly TSCM 340)