

DEPARTMENT OF MARKETING & SUPPLY CHAIN MANAGEMENT

BACHELOR OF SCIENCE IN MARKETING (MKT)

Curriculum Guide Effective 2020-2021

Student: _____ Student Number: _____

Grade	Course	CR	Grade	Course	CR
FRESHMAN: First Semester			FRESHMAN: Second Semester		
	MATH 111 (MATH 103/104) Algebra/Trig ¹	4		MATH 112 Calculus for Non-Math Majors	4
	ENGL 100 Ideas and Their Expressions I	3		ENGL 101 Ideas and Their Expressions II	3
	Science Reasoning w/Lab ²	4		Science Reasoning w/out Lab ³	3
	MGMT 110 Business Environment	3		BTEC 110 Business Computer Apps	3
	FRST 101 College Success	1		PSYC 101 General Psychology	3
SOPHOMORE: First Semester			SOPHOMORE: Second Semester		
	ACCT 221 Principles of Accounting	3		ACCT 222 Principles of Accounting II	3
	ECON 200 Principles of Economics, Micro ⁴	3		ECON 201 Principles of Economics, Macro	3
	ECON 206 Statistics for Decision Making	3		MGMT 201 Principles of Management	3
	MKTG 230 Marketing Concepts	3		BUAN 132 Intro to Mgmt Info Systems	3
	MGMT 260 Business Communications	3		SCMG 240 Intro to Supply Chain Management	3
JUNIOR: First Semester			JUNIOR YEAR: Second Semester		
	MKTG 332 Consumer Behavior	3		MKTG 335 Selling & Sales Management	3
	MKTG 333 Retailing	3		MKTG 338 Integrated Marketing Comm	3
	FIN 343 Business Finance	3		MGMT 315 Management Science	3
	Global Awareness Elective ⁶	3		MGMT 303 Legal Environment of Business	3
	Humanities & Fine Arts Elective ⁵	3		African American Studies Elective ⁷	3
SENIOR: First Semester			SENIOR: Second Semester		
	MKTG 444 Marketing Research	3		MKTG 489 Marketing Management	3
	MKTG 445 Customer Relationship Marketing	3		MKTG 447 International Marketing	3
	MGMT 495 Strategic Management	3		MKTG Elective ⁹	3
	MKTG Elective ⁹	3		Free Elective ⁸	3
	Free Elective ⁸	2		Free Elective ⁸	3
TOTAL Curriculum Hours. 120					

¹ MATH 111 can be replaced with the combination of MATH 103 and MATH 104

² *Recommended Scientific Reasoning courses include BIOL 100; CHEM 100 & 110 (lab), or PHYS 110 & 111 (lab) for the four-credit lab course

³ *Recommended Scientific Reasoning courses include EES 234, ENVS 201, PHYS 101, PHYS 104, PHYS 105 for the three-credit course

⁴ *ECON 200 fulfills the Social and Behavioral Sciences course requirement

⁵ *Humanities and Fine Arts courses include LIBS 202, PHIL 101, 103, 104, 201, 266, 267, SPCH 250, ENGL 200, 201, 230, 231, 333, 334, MUSI 216, 220

⁶ *Global Awareness courses include PHIL 103, PHIL 201, HIST 130, HIST 206, HIST 207, HIST 216, HIST 231, or MGMT 221

⁷ *African American courses include ENGL 333, ENGL 334, LIBS 202, HIST 103, HIST 106, HIST 107, or MUSI 220

⁸ Free electives include any three-credit undergraduate course at or above the 100 level

⁹ MKTG electives can be any course in COBE or outside of COBE that is related to your major, at or above the 100 level. Need Dept Chair approval.

* Review all General Education Courses options: www.ncat.edu/provost/general_education_resources/general_education_course_list/index.html

MAJOR PROGRAM REQUIREMENTS

Students must earn a C or better in the following courses:

GENERAL EDUCATION COURSES					
Grade	Course	CR	Grade	Course	CR
	ENGL 100 Ideas and Their Expressions I	3		MATH 111 (103/104) College Algebra & Trig	4
	ENGL 101 Ideas and Their Expressions II	3		MATH 112 Calculus for Non-Math Majors	4
COBE CORE COURSES					
Grade	Course	CR	Grade	Course	CR
	ACCT 221 Principles of Accounting I	3		MGMT 110 Business Environment	3
	ACCT 222 Principles of Accounting II	3		MGMT 132 Intro Mgmt Info Systems	3
	BUED 260 Business Communication	3		MGMT 201 Principles of Management	3
	ECON 200 Principles of Economics, Micro	3		MGMT 303 Legal Environment of Business	3
	ECON 201 Principles of Economics, Macro	3		MGMT 315 Management Science	3
	ECON 206 Statistics for Decision Making	3		MGMT 495 Strategic Management	3
	FIN 343 Business Finance	3		MKTG 230 Marketing Concepts	3
MARKETING COURSES					
Grade	Course	CR	Grade	Course	CR
	MKTG 230 Marketing Concepts	3		MKTG 444 Marketing Research	3
	MKTG 332 Consumer Behavior	3		MKTG 445 Customer Relationship Marketing	3
	MKTG 333 Retailing	3		MKTG 447 International Marketing	3
	MKTG 335 Selling and Sales Management	3		MKTG 489 Marketing Management	3
	MKTG 338 Integrated Marketing Comm	3		SCMG 240 Intro Supply Chain Management	3

ADDITIONAL REQUIREMENTS

PREREQUISITES. Follow the sequence of the curriculum guide to ensure prerequisites are met. Many courses are often offered only once a year, requiring students to carefully plan their matriculation to graduate on time.

COURSE	PREREQUISITE (<i>requires C or better, not C-</i>)
ACCT 221	MGMT 110
ACCT 222	ACCT 221
BUED 260	ENGL 100 and ENGL 101
ECON 206	MATH 112 or MATH 131
FIN 343	ACCT 221 and MATH 112
MATH 112	MATH 111 or MATH 104
MGMT 132	MGMT 110
MGMT 315	MATH 112 and ECON 206
MGMT 495	ACCT 222, FIN 343, MGMT 201, MKTG 230
MKTG 332	MKTG 230
MKTG 333	MKTG 230
MKTG 334	MKTG 230
MKTG 335	MKTG 230
MKTG 338	MKTG 332
MKTG 444	MKTG 230 and ECON 206
MKTG 445	MKTG 230
MKTG 447	MKTG 230
MKTG 486	MKTG 335 and MKTG 445
MKTG 489	MKTG 338

WITHDRAWALS/REPEATS. Students may withdraw from a total of only 16 credit hours throughout their entire degree. A total of 16 credits can be repeated throughout a student's entire enrollment at NCAT.

GRADUATION REQUIREMENTS. If all requirements are not completed within six years after admission, the student is expected to conform to the University Bulletin requirements specified for the class with which graduation is anticipated. To graduate, students must earn a minimum of 120 semester hours in the specified curriculum, excluding deficiency and/or remedial courses, with a cumulative grade point average of 2.00 or better for all courses taken.

INTERNSHIP CREDIT (MKTG 398). Students who are working a summer internship or co-op can register for MKTG 398, when offered, during their internship to earn 3 credit hours. This course can be used as a MKTG or Free elective.

QUESTIONS OR CONCERNS. Seek assistance from your assigned academic advisor or chairperson in the Department of Marketing and Supply Chain Management (325 Merrick Hall, 336-334-7656).

Notes: