

Bachelor of Science in Business Administration
Marketing Concentration
Transfer Curriculum Planning Guide and Degree Audit Worksheet
Fayetteville State University
(2019-2020)

University College Core Curriculum (General Education - 38 Credits)	Transfer Course ¹	Cr.	FSU Equivalent
Transitional Studies – University Studies (2 Credits) <i>Select one option from (UNIV 101/102) or UNIV 110 or UNIV 111 or UNIV 112</i>	ACA 122	2	Waived with transfer of 30 credit hours ²
Transitional Studies – Life Skills (2 Credits) <i>Select two credits from the following: ENTR 100 or FINC 100 or GEOG 110 or HEED 112 or HEED 113 or PEDU 101 or PEDU 107 or PEDU 112 or PEDU 120 or PEDU 122 or PEDU 130 or PEDU 132 or PEDU 140</i>	HEA 110 or any PEDU course	2	Waived with AA/AS, NOT with AAS/AGE ^{2,3}
Communication Skills – Written Communication (3 Credits) – ENGL 110	ENG 111	3	ENG 110
Information Literacy (3 Credits) – ENGL 120	ENG 112	3	ENG 120
Communication Skills – Oral Communication (3 Credits) <i>Select one from the following: BADM 215 or SPEE 200</i>	BUS 260 or COM 231	3	SPEE 200
Reasoning Skills – Critical Thinking (3 Credits) <i>Select one from the following: PHIL 110 or PHIL 220</i>	HUM 115	3	Waived with transfer of 60 credit hours ²
Reasoning Skills – Quantitative Reasoning (3 Credits) <i>Select one from the following: MATH 123</i>	MAT 143 or higher	3	MATH 126 or higher
Scientific Literacy – Natural Sciences (7 Credits)⁴ <i>Select from the following: ASTR 101/101L or ASTR 102/102L or ASTR 213 or ASTR 214 or BIOL 111/111L or BIOL 131/BIOL 131L or BIOL 150/150L or BIOL 160/160L or CHEM 105/105L or CHEM 106/106L or CHEM 141/141L or CHEM 161/161L or ENEC 201/201L or ENEC 202/202L or GEOG 200 or NSCI 111/111L or NSCI 121/121L or PHYS 115 or PHYS 116 or PHYS 125/125L or PHYS 126/126L</i>	Science course with lab	4	
	Science course with optional lab	3	Waived with AA, NOT with AS/AAS/AGE ²
Scientific Literacy – Social Sciences (3 Credits) <i>ECON 212</i>	ECO 251	3	ECON 212
Humanities and Creative Arts (3 Credits) <i>Select one from the following: ART 210 or COMM 220 or ENGL 220 or ENGL 223 or ENGL 240 or ENGL 250 or ENGL 253 or HIST 210 or HUMN 211 or HUMN 212 or MUSI 210 or MUSI 225 or MUSI 260 or PHIL 210 or RELI 215 or THEA 203</i>	Hum/Fine Arts elective	3	
Global Literacy (3 Credits)⁵ <i>Select one from the following: ANTH 210 or ART 150 or ART 215 or BADM 210 or CHIN 110 or CHIN 120 or ENGL 211 or ENGL 212 or FREN 110 or FREN 120 or GEOG 220 or HIST 110 or HIST 120 or HIST 270 or PHIL 211 or POLI 230 or SOCI 150 or SPAN 110 or SPAN 112 or SPAN 120 or SPAN 122 or SPAN 211 or THEA 242 or YORU 110 or YORU 120</i>	Foreign language or Global literacy course	3	Waived with AA/AS, NOT with AAS/AGE ²
Ethics and Civic Engagement (3 Credits) <i>Select three credits from the following: BADM 220 or CRJC 203 or EDUC 211 or ENEC 210 or ENGL 232 or ENGL 233 or (ETCE 101/102/103) or ETCE 200 or GEOG 270 or HCM 200 or HIST 211 or PHIL 120 or PHIL 212 or PHIL 250 or PNUR 210 or POLI 150 or SPTM 210 or SWRK 220</i>	Ethics or civic engagement course	3	Waived with transfer of 60 credit hours ²

Notes

- 1 Course numbers are for the North Carolina Community College (NCCC) system.
- 2 Students do not earn credit if any requirement is waived. All students must earn at least 120 credits to graduate.
- 3 NCCC degrees: Associate in Arts (AA), Associate in Science (AS), Associate in Applied Science (AAS), Associate in General Education (AGE). Per NC Comprehensive Articulation Agreement, NCCC graduates with AA or AS have completed FSU general education requirements. Non-NCCC general education requirements are waived unless otherwise noted. NCCC general education courses not used for core may be applied to free electives or used to reach 120 credits.
- 4 At least one Natural Science class must include a lab.
- 5 Not required for students with 30 or more transfer credits from a foreign institution. Students do not earn credit if requirement is waived.

Business Administration Marketing Concentration Program Requirements (82 Credits)	Transfer Course	Cr.	FSU Equivalent
Required Business Courses (40 Credits) <i>ACCT 211 And ACCT 212 And BADM 209 And (BADM 214 Or MIS 211) And BADM 216 And ECON 211 And FINC 311 And MGMT 311 And MGMT 335 And MGMT 470 And MIS 300 And MKTG 311 And ECON elective (300-499 level)</i>	ACC 120	3	ACCT 211
	ACC 121	3	ACCT 212
	BUS 115	3	BADM 209
	CIS 100	3	BADM 214 Or MIS 211
	BUS 228	4	BADM 216
	ECO 252	3	ECON 211
	BUS 225	3	FINC 311
	BUS 137	3	MGMT 311
		3	MGMT 335
		3	MGMT 470
		3	MIS 300
	MKT 120	3	MKTG 311
		3	
		3	MKTG 322
Marketing Courses (18 Credits) <i>MKTG 322 And MKTG 331 And MKTG 333 And MKTG 421 And Any two MKTG 300-499 electives</i>		3	MKTG 331
		3	MKTG 333
		3	MKTG 421
		3	
		3	
		3	
Other Program Requirements (3 Credits) <i>ENGL 344</i>		3	ENGL 344
Business Electives (at 300-499 level) (6 Credits) <i>ACCT 300-499 Or BADM 300-499 Or ECON 300-499 Or ENTR 300-499 Or FINC 300-499 Or HCM 300-499 Or MGMT 300-499 Or MIS 301-499 Or MKTG 300-499</i>		3	
		3	
Minor or Free Electives: (14 Credits)		3	
		3	
		3	
		3	
		2	
Waived Core Requirements <i>The credits in this area increase as requirements are waived without credit in the university core – typically 7 credits to equal 120 credits overall; add extra lines as needed.</i>			
Total Credits		120	
Transfer Credits			

Other Program Requirements

1. Business Administration majors must earn a grade of at least “C” in all their 300 and 400 level business courses for graduation.
2. Students must earn a grade of at least “C” in the following courses: ACCT 211, ECON 211 or ECON 212, BADM 214, BADM 215, and BADM 216 in accordance with the College of Business and Economics admission policy.
3. Students in minor programs must earn a grade of C or higher in ACCT 211 and ECON 211 (or ECON 212).
4. Students in minor programs must maintain an overall minor GPA of 2.0 or better.