

**Fayetteville State University****Business Administration with a concentration in Marketing, BS****Four-Year Degree Plan****Catalog: 2017-2018****Plan Type: Freshman****Last Update: 2/18/2018**

This Plan illustrates how students can meet degree course requirements in four years. Some courses listed below may be taken in an alternate order. Consider prerequisites, prior credit, course availability, and student needs in developing the individual plan. For information about prerequisites and other program requirements, consult the appropriate Catalog Program of Study and an advisor. Note: NC community college transfers should consult one of the transfer plans.

Year/Term	Course/Requirement	Cr	Pre	Req	Note/Equivalent
<b>Year 1 Fall</b>		<b>14</b>			
	UNIV 101 - Freshman Seminar I	1	N	1.1	
	ENGL 110 - English Composition I	3	N	2.1	
	PHIL 110 Or PHIL 220	3	N	3.1	
	MATH 123 - College Algebra	4	Y	3.2	
	Core Global Literacy - BADM 210*	3	N	7	
<b>Year 2 Fall</b>		<b>15</b>			
	Core Natural Sci lab optional	3	C	5.1	
	Core Ethics Civic Engage - BADM 220*	3	N	8	
	ECON 211 - Prin of Macroeconomics	3	Y	9.1	
	ACCT 211 - Principles of Accounting I	3	Y	9.1	
	BADM 214 Or MIS 211	3	C	9.1	
<b>Year 3 Fall</b>		<b>15</b>			
	MGMT 311 - Principles of Management	3	Y	9.1	
	MKTG 311 - Principles of Marketing	3	Y	9.1	
	FINC 311 - Principles of Finance	3	Y	9.1	
	ENGL 344 - Business & Profess Writing	3	Y	9.13	
	Free Elective	3	C	11	
<b>Year 4 Fall</b>		<b>15</b>			
	ECON elective (300-499 level)	3	C	9.1	
	MKTG 331 - Consumer Behavior	3	Y	9.12	
	MKTG 333 - Social Media and Digital Marketing	3	Y	9.12	
	Business Elective	3	C	9.2	
	Free Elective	3	C	11	

**Degree Total: 121**

Year/Term	Course/Requirement	Cr	Pre	Req	Note/Equivalent
<b>Year 1 Spring</b>		<b>16</b>			
	UNIV 102 - Freshman Seminar II	1	N	1.1	
	Core Transitional Life - ENTR 100*	2	N	1.2	
	ENGL 120 - English Composition II	3	Y	4	
	Core Natural Sci with lab	4	C	5.1	
	Core Humn Creative Arts	3	C	6	
	Free Elective	3	C	11	
<b>Year 2 Spring</b>		<b>16</b>			
	Core Oral Comm - BADM 215*	3	Y	2.2	
	ECON 212 - Prin of Microeconomics	3	N	5.2	
	ACCT 212 - Principles of Accounting II	3	Y	9.1	
	BADM 216 - Stat for Business& Econ I	4	Y	9.1	
	BADM 209 - Legal Environment of Business	3	Y	9.1	
<b>Year 3 Spring</b>		<b>15</b>			
	MIS 300 - Info Sys-Theory and Practice	3	Y	9.1	
	MGMT 335 - Operations Management	3	Y	9.1	
	MKTG 322 - Advertising	3	Y	9.12	
	MKTG 300-499 Elective	3	C	9.12	
	Free Elective	3	C	11	
<b>Year 4 Spring</b>		<b>15</b>			
	MGMT 470 - Strategic Management	3	Y	9.1	
	MKTG 421 - International Marketing	3	Y	9.12	
	MKTG 300-499 Elective	3	C	9.12	
	Business Elective	3	C	9.2	
	Free Elective	3	C	11	

**Requirements/Notes**

- Pre.** Prerequisite: Y (Yes) - Course/Requirement has prerequisite(s). N (No) - Course/Requirement has no prerequisite. C (Check) - Some courses satisfying requirement have prerequisites and/or courses have non-prerequisite restrictions. Check Catalog for details.
- \* Recommended. For transfer courses, following recommendations will reduce or eliminate the need to take additional courses at FSU. For FSU courses, following recommendations will optimize the student's educational experience. If in doubt, consult an advisor.
- 1.1. Core Transitional UNIV.** (UNIV 101 And UNIV 102) Or UNIV 110 Or UNIV 111. UNIV 101-UNIV 102 required for all first time students; UNIV 110 required for transfer students with fewer than 30 transfer credits. Students do not earn credit if requirement is waived. UNIV 111 may be required based on academic performance.
- 1.2. Core Transitional Life.** ENTR 100 Or FINC 100 Or GEOG 110 Or HEED 112 Or PEDU 101 Or PEDU 107 Or PEDU 112 Or PEDU 120 Or PEDU 122 Or PEDU 130 Or PEDU 132 Or PEDU 140.
- 2.1. Core Written Comm.** ENGL 110.
- 2.2. Core Oral Comm.** BADM 215 Or SPEE 200.
- 3.1. Core Critical Thinking.** PHIL 110 Or PHIL 220. Not required for students with 60+ transfer credits. Students do not earn credit if requirement is waived.
- 3.2. Core Quantitative Reason.** MATH 123. MATH 121 may be required based on profile scores. Some core courses require a one-hour lab.
- 4. Core Info Literacy.** ENGL 120.
- 5.1. Core Natural Sci.** ASTR 101 Or ASTR 101L Or ASTR 102 Or ASTR 102L Or ASTR 213 Or ASTR 214 Or BIOL 110 Or BIOL 130 Or BIOL 150 Or BIOL 150L Or BIOL 160 Or BIOL 160L Or CHEM 101 Or CHEM 102 Or CHEM 105 Or CHEM 105L Or CHEM 106 Or CHEM 106L Or CHEM 141 And CHEM 142 Or CHEM 161 And CHEM 162 Or GEOG 200 Or NSCI 110 Or NSCI 111 Or NSCI 111L Or NSCI 120 Or PHYS 111 Or PHYS 112 Or PHYS 115 Or PHYS 116 Or PHYS 121 Or PHYS 122 Or PHYS 125 Or PHYS 125L Or PHYS 126 Or PHYS 126L. At least one natural science class must include its associated lab. Some majors require two lab sciences, increasing requirement to 8 credits.
- 5.2. Core Social Sci.** ECON 212.
- 6. Core Humn Creative Arts.** 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.
- 7. Core Global Literacy.** 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 GLOBL 200 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 THEA 242 Or YORU 110 Or YORU 120. Not required for students with 30+ transfer credits from a foreign institution. Students do not earn credit if requirement is waived.
- 8. Core Ethics Civic Engage.** BADM 220 Or COHE 200 Or CRJC 203 Or EDUC 211 Or ENGL 232 Or ENGL 233 Or ETCE 101 Or ETCE 102 Or ETCE 103 Or ETCE 200 Or GEOG 270 Or HCM 200 Or HIST 211 Or PHIL 120 Or PHIL 212 Or PNUR 210 Or POLI 110 Or POLI 150 Or SPTM 210 Or SWRK 220. Not required for students with 60+ transfer credits. Students do not earn credit if requirement is waived.
- 9.1. Required Business.** 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).
- 9.12. Marketing.** MKTG 322 And MKTG 331 And MKTG 333 And MKTG 421 And Any two MKTG 300-499 electives.
- 9.13. Other Program.** ENGL 344.
- 9.2. Business Elective.** 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..
- 11. Free Elective.**