

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY  
School of Business and Economics  
DEPARTMENT OF BUSINESS ADMINISTRATION: MARKETING/SALES

Student Name: \_\_\_\_\_  
Date Prepared: \_\_\_\_\_

Students in the Department of Business Administration must select a major in Finance, Management, or Marketing. Students majoring in Management may elect a program concentration in Management Information Systems (MIS) or Entrepreneurship. Students majoring in Marketing may elect a program concentration in Sales. Students in the School of Business and Economics must earn a minimum grade of "C" in UNST 110, 221; MATH 111, 112; ACCT 221, ECON 305, BUED 360, BUAD 481 and BUAD 520. Additionally, a minimum grade of "C" MUST BE EARNED in all 10 (30 hours) courses listed as MAJOR PROGRAM REQUIREMENTS.

PROPOSED CURRICULUM GUIDE FOR THE MAJOR IN

**MARKETING**  
**(Sales Concentration)**  
**(0336)**

Effective: (Fall 2008)

## MARKETING/Sales Concentration

### FRESHMAN YEAR

<u>First Semester</u>		<u>Credit</u>
___ UNST 110	Critical Writing I	3
___ UNST 120	The Contemporary World	3
___ UNST 130	Analytical Reasoning	3
___ MATH 111	College Algebra & Trigonometry	4
___ BUAD 220	Business Environment	3
___ UNST 100	University Experience	<u>1</u>
		17
<u>Second Semester</u>		
___ UNST 221	Thematic Writing and Speaking	3
___ UNST 140	The African American Experience	3
___ MATH 112	Calculus for Non-Math Majors	4
___ SPCH 250	Speech Fundamentals	3
___ PSYC 320	General Psychology	3
___ HPED Elective <sup>1</sup>	_____	<u>1</u>
		17

### SOPHOMORE YEAR

<u>First Semester</u>		<u>Credit</u>
___ UNST Cluster Theme Elective*	_____	3
___ ECON 200	Principles of Economics (MICRO)	3
___ ECON 305	Elementary Statistics	3
___ ACCT 221	Principles of Accounting I	3
___ BUAD 341	Intro to Management Info Systems	3
___ HPED Elective <sup>1</sup>	_____	<u>1</u>
		16
<u>Second Semester</u>		
___ ECON 201	Principles of Economics (MACRO)	3
___ ECON 310	Advanced Statistics	3
___ ACCT 222	Principles of Accounting II	3
___ BUED 360	Business Communications	3
___ UNST Cluster Theme Elective*	_____	<u>3</u>
		15

## MARKETING/Sales Concentration

### JUNIOR YEAR

<u>First Semester</u>		<u>Credit</u>
____ BUAD 481	Management Science	3
____ BUAD 430	Marketing	3
____ BUAD 422	Management Concepts	3
____ ACCT 446	Managerial Accounting	3
____ BUAD 453	Business Finance	<u>3</u>
		15

### Second Semester

____ BUAD 482	Production Management	3
____ BUAD 432	Consumer Behavior	3
____ BUAD 434	Business-to-Business (B2B) Marketing	3
____ BUAD 435	Selling & Sales Management	3
____ TRAN 340	Intro to Supply Chain Management	<u>3</u>
		15

### SENIOR YEAR

#### First Semester

____ BUAD 361*	Legal Environment of Business*	3
____ BUAD 438	Marketing Communications	3
____ BUAD 538	Marketing Research	3
____ BUAD 535	Customer Relationship Mkt & Mgmt Concepts	3
____ UNST Cluster Theme Elective <sup>2</sup> or Nonbusiness Elective <sup>4</sup>		<u>3</u>
		15

#### Second Semester

____ ECON 415	Money and Banking	3
____ BUAD 462	Business Law	3
____ BUAD 520	Strategic Management	3
____ BUAD 636	Sales Leadership & Ethics ( <b>Capstone Course</b> )	3
____ Nonbusiness Elective <sup>4</sup>		<u>3</u>
		15

**Total Credit Hours: 125**

#### MAJOR PROGRAM REQUIREMENTS:

<u>MAJOR PROGRAM REQUIREMENTS:</u>	<u>SEMESTER HRS.</u>
◆ BUAD 430 {Marketing}	3
◆ BUAD 432 {Consumer Behavior}	3
◆ BUAD 434 Business-to-Business (B2B) Marketing	3
◆ BUAD 435 [Selling & Sales Management]	3
◆ BUAD 438 {Marketing Communications}	3
◆ BUAD 535 {Customer Relationship Mkt & Mgmt Concepts }	3
◆ BUAD 538 {Marketing Research}	3
◆ BUAD 636 {Sales Leadership & Ethics}	3
◆ ECON 310 {Advanced Statistics}	3
◆ TRAN 340 Intro to Supply Chain Management	<u>3</u>
	<b>30</b>

\* **UNST Cluster Theme Electives:** {Students are required to select one cluster theme and select four elective courses within that theme; however, the selection of either the Energy & Environment theme or the Community & Conflict theme will allow BUAD 361 to be used as one of the four theme electives.}

**NOTE:** See ENDNOTE page for description of courses to be used as **MARKETING ELECTIVES**

## MARKETING/Sales Concentration

### ENDNOTES

**\*UNST Cluster Theme Electives:** {Students are required to select one cluster theme and select four elective courses within that theme; however, the selection of either the Energy & Environment theme or the Community & Conflict theme will allow BUAD 361 to be used as one of the four theme electives.}

<sup>1</sup>**HPED Electives:** Recommended electives include: HPED 104, 105, 107, 109, 113, 114, and 118.

<sup>2</sup>**For students who did not elect BUAD 361 as a Theme Elective**

<sup>4</sup>**Nonbusiness Electives** {Recommended}: SPCH 452 (Public Speaking); SPCH 552 (Persuasive Communication); ENGL 260 (Expository Writing); ENGL 300 (Advanced Composition); COMM 500 (Public Relations Seminar), Computer Science (200 level and above) in consultation with advisor and Foreign Languages.

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- In order to meet graduation requirements, a student majoring in **MARKETING** must maintain a 2.0 overall and a 2.0 in the major program requirements. **A minimum grade of "C" MUST BE EARNED in each of the 10 courses (30 hours) listed as Major Program Requirements and in BUAD 520.**
- A student must also successfully complete **UNST 110, 221; MATH 111, 112; ACCT 221, ECON 305, BUED 360, BUAD 481 and BUAD 520** with a grade of "C" or higher in each course.
- After completing 88 semester hours of course work, a student must make an appointment with the Chairperson in the Department of BUAD for a Degree Audit.