

North Carolina A&T State University
 College of Business and Economics
 Department of Marketing, Transportation, and Supply Chain
 Curriculum Guide for Marketing Majors (CODE: 0152)
 Effective Spring 2017

Student Name:				Banner ID:			
Freshman Year Fall Semester				Junior Year Fall Semester			
Course #	Course Title	CR	Grade	Course #	Course Title	CR	Grade
FRST 101	Student Success	1		Free Elective ²	Free Elective	2	
ENGL 100	Ideas and Their Expressions I	3		MGMT 201	Management Concepts	3	
Natural Science Elective	Science With Lab	4		FIN 253	Finance	3	
MATH 111 ¹ (MATH 103/104)	College Algebra and Trigonometry	4		MKTG 444	Marketing Research	3	
MGMT 110	Business Environment	3		TSCM 240	Intro to Supply Chain Management	3	
SEMESTER TOTAL		15		SEMESTER TOTAL		14	
Freshman Year Spring Semester				Junior Year Spring Semester			
Course #	Course Title	CR	Grade	Course #	Course Title	CR	Grade
ENGL 101	Ideas and Their Expressions II	3		BUED 260	Business Communications	3	
Natural Science Elective	Science Without Lab	3		MKTG 335	Selling and Sales Management	3	
MATH 112	Calculus for Non-Math Majors	4		MGMT 315	Management Science	3	
African American Studies	African American Studies Elective	3		MKTG 332	Consumer Behavior	3	
BUED 110	Microcomputer Usage in Business	3		MKTG 447	International Marketing	3	
SEMESTER TOTAL		16		SEMESTER TOTAL		15	
Sophomore Year Fall Semester				Senior Year Fall Semester			
Course #	Course Title	CR	Grade	Course #	Course Title	CR	Grade
ACCT 221	Principles of Accounting I	3		MGMT 303	Legal Environment	3	
ECON 200	Principles of Economics (MICRO)	3		MKTG 338	Integrated Marketing Communications	3	
ECON 206	Statistics for Decision Making	3		MKTG 445	Customer Relationship Mktg & Mgmt (CRM&M)	3	
PSYC 101	General Psychology	3		MKTG Elective	See Recommended MKTG Electives	3	
SPCH 250	Speech Fundamentals	3		MKTG Elective	See Recommended MKTG Electives	3	
SEMESTER TOTAL		15		SEMESTER TOTAL		15	
Sophomore Year Spring Semester				Senior Year Spring Semester			
Course #	Course Title	CR	Grade	Course #	Course Title	CR	Grade
ACCT 222	Principles of Accounting II	3		MKTG 333	Retailing	3	
ECON 201	Principles of Economics (MACRO)	3		MGMT 495	Strategic Management	3	
MGMT 132	Intro to Management Information Systems	3		MKTG 489	Marketing Management	3	
MKTG 230	Marketing Concepts	3		Global Studies Elective	Global Studies Elective	3	
Free Elective	Free Elective	3		Free Elective	Free Elective	3	
SEMESTER TOTAL		15		SEMESTER TOTAL		15	
TOTAL CREDIT HOURS						120	

North Carolina Agricultural and Technical State University

School of Business and Economics Students must earn a minimum grade of "C" in ENGL 100, ENGL 101, MATH 111, MATH 112, ACCT 221, ECON 206, MGMT 110, BUED 260, MGMT 315, & MGMT 495

A minimum grade of a "C" MUST BE EARNED in all 10 (30hour) courses listed as MAJOR PROGRAM REQUIREMENTS, TSCM 240, and in the TWO MAJOR ELECTIVES.

A minimum grade of "C" MUST BE EARNED in all Prerequisite Courses

¹Students who plan to go on to graduate school are encouraged to take Math 131 and Math 132 instead of Math 111 and Math 112

²Students are encouraged to take 2 HPED classes at 1 credit each or 1 class worth 2 credits or the student can take 1 class worth 3 credits.

MAJOR PROGRAM REQUIREMENTS

Students must earn a C or better (not a C-) in the following courses

General Education Courses

Course	CR	Grade	Course	CR	Grade
ENGL 100 Ideas and their Expressions I	3		MATH 111 College Algebra & Trigonometry	3	
ENGL 101 Ideas and their Expressions II	3		MATH 112 Calculus for Non-Math Majors	3	

Core Courses - College of Business and Economics

Course	CR	Grade	Course	CR	Grade
ACCT 221 Principles of Accounting I	3		MGMT 110 Business Environment	3	
ACCT 222 Principles of Accounting II	3		MGMT 132 Intro Mgmt Information 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 253 Business Finance	3		MKTG 230 Marketing Concepts	3	

Major Concentration Courses

Course	CR	Grade	Course	CR	Grade
MGMT 333 Retailing	3		MKTG 445 CRM&M	3	
MKTG 230 Marketing Concepts	3		MKTG 447 International Marketing	3	
MKTG 332 Consumer Behavior	3		MKTG 444 Marketing Research	3	
MKTG 335 Selling & Sales Mgmt	3		MKTG 489 Marketing Management	3	
MKTG 338 Integrated Marketing Communications	3		TSCM 240 Intro to Supply Chain Mgmt	3	

Recommend Marketing Electives

Course	CR	Grade
ACCT 326 Managerial Accounting	3	
BUED 400 Business Reports and Presentations	3	
COMM 500 Public Relations Seminar	3	
MGMT 343 Entrepreneurship	3	
MGMT 335 Management of Information Systems	3	
MGMT 429 Business Law	3	
MKTG 334 Business to Business Marketing	3	
MKTG 446 Customer Relationship Mktg/Mgmt Tech	3	
MKTG 485 Special Topics - CRM&M	3	
PSYC 420 Social Psychology	3	
SPCH 251 Public Speaking	3	
SPCH 552 Persuasive Communication	3	
TSCM 260 Introduction to Transportation	3	

Recommended Free Electives

Course	CR	Grade
ENG 226 Basic Grammar Mechanics	3	
ENGL 200 Expository Writing	3	
ENGL 300 Advanced Composition	3	
HPED 114 Golf Plus 1 Additional Hours of PE	3	
PHIL 268 Introduction to Ethics	3	
Others Maybe Approved by Chairperson		

African American and Global Studies Electives

Visit this link for list of all currently accepted courses for these electives

http://www.ncat.edu/provost/general_education_resources/general_education_course_list/

Must be a 3 credit hour course

After completing 75 semester hours of course work, a student must make an appointment with the Department Chairperson for a Degree Audit

In order to meet graduation requirements, a student majoring in Marketing must maintain a minimum GPA of 2.0 overall and a 2.0 in the major program requirements

Prerequisites: Follow the sequence of the curriculum guide.

Course	Prerequisite (requires C or better, not a C-)
ACCT 221	MGMT 110
ACCT 222	ACCT 221
BUED 260	ENGL 101
ECON 206	MATH 112
ENGL 101	ENGL 100
FIN 253	ACCT 221
MATH 112	MATH 111 (or MATH 101/101 or 103/104)
MGMT 132	MGMT 110
MGMT 315	MATH 112
MGMT 495	ACCT 222 & FIN 253 & 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 398	MKTG 230
MKTG 445	MKTG 230
MKTG 446	MKTG 230 & MKTG 445
MKTG 447	MKTG 230
MKTG 444	MKTG 230
MKTG 485	MKTG 445
MKTG 486	MKTG 335 & MKTG 445
MKTG 489	MKTG 338