

EFFECTIVE FALL 2012**MARKETING SALES (0336)****NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY**

School of Business and Economics

DEPARTMENT OF MARKETING, TRANSPORTATION & SUPPLY CHAIN

Student Name _____ Banner ID _____ Date Prepared _____

Students in School of Business and Economics must earn a minimum grade of "C" in ENGL 100, 101; MATH 111, 112; ACCT 221, ECON 305, MGMT 220, BUED 360, MGMT 481 and MGMT 520 plus the Marketing Electives. **Additionally, a minimum grade of "C" MUST BE EARNED in all 10 (30 hours) courses listed as MAJOR PROGRAM REQUIREMENTS.**

FRESHMAN YEAR

<u>First Semester</u>		<u>Credits</u>
___ ENGL 100	<i>Ideas and Their Expressions I – (Written Communication)</i>	3
___ MATH 111	College Algebra & Trig – (Math/Logical/Analytical Reasoning)	4
___ MGMT 220	Business Environment	3
___ _____	<i>Natural Science Elective (w/lab) – (Scientific Reasoning)</i>	4
___ FRST 100	<i>Student Success</i>	<u>1</u>
		15

<u>Second Semester</u>		<u>Credits</u>
___ BUED 210	Microcomputer Usage in Business	3
___ ENGL 101	<i>Ideas and Their Expressions II – (Written Communication)</i>	3
___ MATH 112	Calculus for Non-Math Majors – (Math/Logical/Analytical Reasoning)	4
___ _____	<i>Natural Science (w/o lab) – (Scientific Reasoning)</i>	3
___ _____	<i>*Humanities Elective – (African American Studies)</i>	3
___ FRST 101	<i>Student Success</i>	<u>1</u>
		17

SOPHOMORE YEAR

<u>First Semester</u>		<u>Credits</u>
___ ACCT 221	Principles of Accounting I	3
___ ECON 200	Principles of Economics (MICRO) – (Social Science Elective)	3
___ ECON 305	Elementary Statistics	3
___ PSYC 320	General Psychology	3
___ SPCH 250	Speech Fundamentals	3
___ Free Elective **	<i>(See recommended courses)</i>	<u>3</u>
		18

<u>Second Semester</u>		<u>Credits</u>
___ ACCT 222	Principles of Accounting II	3
___ ECON 201	Principles of Economics (MACRO) – (Social Science Elective)	3
___ ECON 310	Advanced Statistics	3
___ MIS 241	Intro to Management Info Systems	3
___ MKTG 430	<i>Marketing Concepts</i>	<u>3</u>
		15

JUNIOR YEAR

<u>First Semester</u>		<u>Credits</u>
___ ACCT 446	Managerial Accounting	3
___ FIN 453	Finance	3
___ MGMT 422	Management Concepts	3
___ MKTG 435	Selling and Sales Management	3
___ TSCM 340	Intro to Supply Chain Management – A Logistics Approach	<u>3</u>
		15

<u>Second Semester</u>		<u>Credits</u>
___ BUED 360	Business Communications	3
___ MGMT 481	Management Science	3
___ MKTG 432	Consumer Behavior	3
___ MKTG 538	Marketing Research	3
___ MKTG 535	Customer Relationship Mktg & Management Concepts	<u>3</u>
		15

SENIOR YEAR

<u>First Semester</u>		<u>Credits</u>
_____	***Marketing Elective_____	3
_____	MGMT 361 Legal Environment	3
_____	MKTG 438 <i>Integrated Marketing Communications/Advertising</i>	3
_____	MKTG 434 Business to Business Marketing	3
_____	***Marketing Elective_____	<u>3</u>
		15
<u>Second Semester</u>		<u>Credits</u>
_____	MGMT 462 Business Law	3
_____	MKTG 520 Strategic Management	3
_____	MKTG 636 Sales Leadership and Ethics	3
_____	<i>Free Elective ** (See recommended courses)</i>	3
_____	<i>*Humanities Elective - (Global Studies)</i>	<u>3</u>
		15

(Minimum of 125 hours required to graduate)

Notes:

Major Program Requirements - All major program requirements must be passed with a "C" or better.

<u>Major Courses</u>		<u>Grade</u>
ECON 310	(Advanced Statistics)	_____
TSCM 340	(Intro to Supply Chain Management)	_____
MKTG 430	(Marketing Concepts)	_____
MKTG 432	(Consumer Behavior)	_____
MKTG 434	(Business to Business Marketing)	_____
MKTG 435	(Selling and Sales Management)	_____
MKTG 438	(Integrated Marketing Communications/Advertising)	_____
MKTG 535	(Customer Relationship Marketing & MGMT Concepts)	_____
MKTG 538	(Marketing Research)	_____
MKTG 636	(Sales Leadership and Ethics)	_____

1. * Any General Education course must come from the list of approved General Education courses.
 - a. Econ 200 and Econ 201 cross-count as social studies electives.
 - b. Therefore, students must include one global studies (3 hours) and one African American studies as (3 hours) humanities electives.
2. ** Recommended: [HPED 114: (Golf) plus 2 additional hours of PE; ENG 200 (Expository Writing); ENG 300 (Advanced Composition); ENG 226 (Basic Grammar Mechanics); PHIL 268 (Introduction to Ethics); Social Psychology; Public Speaking], others may be used per approval from the Chairperson

*****Marketing Electives (select from the following courses):**

BUED 400	Business Reports and Presentations
COMM 500	Public Relations Seminar
MGMT 425	Entrepreneurship
MIS 440	Business Decision and Process Using IT
ENGL 200	Expository Writing
ENGL 300	Advanced Composition
MKTG 536	Customer Relationship Marketing/Management Technologies
MKTG 539	Special topics in Customer Relationship Marketing/Management
PSYC 420	Social Psychology
SPCH 251	Public Speaking
SPCH 552	Persuasive Communication
TSCM 360	Introduction to Transportation

Other courses may be recommended by faculty advisors/approved by the chairperson