

Fayetteville State University

Business Administration with a concentration in Marketing, BS

Four-Year Degree Plan

Catalog: 2018-2019

Type: Community College Transfer - AA

Last Update: 10/3/2018

This Plan illustrates how students who earn an Associate's degree from a NC community college 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. Courses fulfilling requirements are listed on the reverse. For information about prerequisites and other program requirements, consult the appropriate Catalog Program of Study and an advisor.

Year/Term	Course/Requirement	Cr	Pre	Req	Note/Equivalent
Year 1 Fall	Community College	14			
	ACA 122 - College Transfer Success	1	C	1.1	UNIV 110
	ENG 111 - Writing and Inquiry	3	C	2.1	ENGL 110
	UGETC: Math - MAT 143 Or MAT 171*	4	C	3.2	Quantitative Reason
	UGETC: Soc/Behav Sci	3	C	5.2	Social Sci
	GEN ED: Addl - CIS 110*	3	C	8.2	CSC 100
Year 2 Fall	Community College	13			
	UGETC: Comm/Hum	3	C	2.23	Humn Creative Arts
	UGETC: Soc/Behav Sci	3	C	5.2	Social Sci
	GEN ED: Addl - ECO 251*	3	C	8.2	ECON 212
	ACC 120 - Prin of Financial Accounting	4	C	9.11	ACCT 211
Year 3 Fall	Fayetteville State	15			
	FINC 311 - Principles of Finance	3	Y	9.1	BUS 225
	MGMT 311 - Principles of Management	3	Y	9.1	BUS 137
	MKTG 311 - Principles of Marketing	3	Y	9.1	MKT 120
	ENGL 344 - Business & Profess Writing	3	Y	9.13	
	Free Elective	3	C	11	
Year 4 Fall	Fayetteville State	15			
	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:		120			

Year/Term	Course/Requirement	Cr	Pre	Req	Note/Equivalent
Year 1 Spring	Community College	17			
	ENG 112 - Writing/Research in the Disc	3	C	2.1	ENGL 120
	UGETC: Comm/Hum - COM 231*	3	C	2.23	SPEE 200
	UGETC: Natural Sci	4	C	5.1	Natural Sci
	GEN ED: Addl	4	C	8.2	
	GEN ED: Addl - ECO 252*	3	C	8.2	ECON 211
Year 2 Spring	Community College	16			
	UGETC: Comm/Hum	3	C	2.23	Humn Creative Arts
	UGETC: Soc/Behav Sci	3	C	5.2	Social Sci
	ACC 121 - Prin of Managerial Accounting	4	C	9.11	ACCT 212
	BUS 115 - Business Law I	3	C	9.11	BADM 209
	BUS 228 - Business Statistics	3	C	9.11	BADM 216
Year 3 Spring	Fayetteville State	15			
	MGMT 335 - Operations Management	3	Y	9.1	
	MIS 300 - Info Sys-Theory and Practice	3	Y	9.1	
	MKTG 300-499 Elective	3	C	9.12	
	MKTG 322 - Advertising	3	Y	9.12	
	Free Elective	3	C	11	
Year 4 Spring	Fayetteville State	15			
	MGMT 470 - Strategic Management	3	Y	9.1	
	MKTG 300-499 Elective	3	C	9.12	
	MKTG 421 - International Marketing	3	Y	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.
- UGETC.** Universal General Education Transfer Component course. Accepted as satisfying a general education requirement at any UNC institution.
- 1.1. Transfer Success.** ACA 122 .
- 2.1. UGETC: English Comp.** ENG 111 And ENG 112 .
- 2.23. UGETC: Comm/Hum.** COM 231 Or ART 111 Or ART 114 Or Art 115 Or ENG 231 Or ENG 232 Or ENG 241 Or ENG 242 Or MUS 110 Or MUS 112 Or PHI 215 Or PHI 240 .
- 3.2. UGETC: Math.** MAT 143 Or MAT 152 Or MAT 171 .
- 5.1. UGETC: Natural Sci.** AST 111 And AST 111A Or AST 151 And AST 151A Or BIO 110 Or BIO 111 Or CHM 151 Or GEL 111 Or PHY 110 And PHY 110A .
- 5.2. UGETC: Soc/Behav Sci.** ECO 251 Or ECO 252 Or HIS 111 Or HIS 112 Or HIS 131 Or HIS 132 Or POL 120 Or PSY 150 Or SOC 210 .
- 8.2. GEN ED: Addl .** Choose courses classified as general education under the Comprehensive Articulation Agreement. May include additional UGETC courses.
- 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) .
- 9.11. Pre-Major/Elective** Major courses that can be taken at the community college.
- 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 .**