



Associate in Arts (AA) to BSBA Marketing, Marketing Concentration

The sequence below is contingent on the student completing the AA degree from a college in the North Carolina Community College System.

	ECU Course	ECU S.H.	NCCC S.H.	NCCCS Course Equivalent
Freshman Year				
Fall Semester	COAD 1xxx	1	1	ACA 122
	ENGL 1100 (WI) ¹	3	3	ENG 111
	Math MATH 2283 Rec.	4	4	UGETC Course MAT 152
	Social Science ECON 2113 Rec.	3	3	UGETC Course ECO 251
	CAA Premajor/Elective HLTH 1000/KINE 1000 Rec. ²	3	3	CAA Premajor/Elective HEA 110 ²
	Total:	14	14	
Spring Semester	ENGL 2201 (WI) ¹	3	3	ENG 112
	Humanities/Fine Arts Global Diversity Rec. ³	3	3	UGETC Course
	Social Science ECON 2133 Rec.	3	3	UGETC Course ECO 252
	Social Science SOCL 2110 (DD) ³ or PSYC 1000 Rec.	3	3	UGETC Course SOC 210 or PSY 150
	CAA GEN ED MATH 1065 Rec.	4	4	CAA GEN ED MAT 171
	Total:	16	16	
Sophomore Year				
Fall Semester	Humanities/Fine Arts PHIL 1175 Rec.	3	3	UGETC Course PHI 240
	Natural Sciences	4	4	UGETC Course
	CAA Premajor/Elective FINA 2244 Rec.	3	3	CAA Premajor/Elective BUS 115
	CAA Premajor/Elective ACCT 2401 Rec.	4	4	CAA Premajor/Elective ACC 120
	CAA GEN ED	2	2	CAA GEN ED
	Total:	16	16	
Spring Semester	Humanities/Fine Arts COMM 2410 Rec.	3	3	UGETC Course COM 231
	CAA GEN ED MATH 2121 Rec.	4	4	CAA GEN ED MAT 263
	CAA GEN ED MIS 2223 Rec.	3	3	CAA GEN ED CIS 110
	CAA Premajor/Elective ACCT 2521 Rec.	4	4	CAA Premajor/Elective ACC 121
	Total:	14	14	
Junior Year				
Fall Semester	BUSI 1200	3	-	No Equivalent

	FINA 3724	3	-	No Equivalent
	MGMT 3302	3	-	No Equivalent
	MIS 3063	3	-	No Equivalent
	MKTG 3832	3	-	No Equivalent
	Total:	15	0	
Spring Semester	BUSI 2200 (DD) ³	3	-	No Equivalent
	ENGL 3880 (WI) ¹	3	-	No Equivalent
	MKTG 3872	3	-	No Equivalent
	MKTG 4562	3	-	No Equivalent
	OMGT 3123	3	-	No Equivalent
	Total:	15	0	
Senior Year				
Fall Semester	BUSI 3200	2	-	No Equivalent
	MKTG 4682	3	-	No Equivalent
	MKTG Elective above 3999 ⁵	6	-	No Equivalent
	International Perspective Course ⁴	3	-	No Equivalent
	Total:	14	0	
Spring Semester	BUSI 4200	1	-	No Equivalent
	MKTG Elective above 3999 ⁵	3	-	No Equivalent
	MGMT 4842 (WI) ¹	3	-	No Equivalent
	OMGT 3223	3	-	No Equivalent
	General Electives	6	-	ECU or CC Transferrable Courses
	Total:	16	0	

Minimum S.H. Required for Degree 120

The BSBA in Marketing requires a minimum of 120 semester hours. ECU requires a minimum 2.0 overall GPA and a minimum 2.0 major GPA for graduation.

¹Students enrolling at ECU must fulfill the writing across the curriculum requirement prior to graduation. To do so, each student must complete a minimum of 12 semester hours of writing intensive (WI) courses, including ENGL 1100 and ENGL 2201; at least 3 semester hours of WI courses in the major; and any other 3 semester hours WI course of the student's choice.

²Students who have successfully completed HEA 110 since the Fall 2016 term will earn ECU credit for both HLTH 1000 (2 hours) and KINE 1000 (1 hour). Students who completed HEA 110 prior to the Fall 2016 term and who have not also taken PED 110 will be responsible for meeting the Health-Related Physical Activity Competency component of the ECU General Education Program to meet degree requirements.

³Students enrolling at ECU are required to complete two three-hour diversity courses: one course with a domestic diversity (DD) focus and one with a global diversity (GD) focus. Courses that transfer to ECU as equivalent to an ECU course that is approved for diversity credit receive diversity credit. Transfer courses that are not equivalent to existing ECU diversity courses may be approved for diversity credit by the General Education and Instructional Effectiveness Committee. For a list of ECU courses that carry the DD and GD designation, visit the ECU catalog: <https://catalog.ecu.edu>

⁴Select from ACCT 4451 (GD)³, FINA 4454, MGMT 3352 (GD)³, MKTG 3852 (GD)³, OR MKTG 4992.

⁵Choose 9 s.h. of 4000-level MKTG electives, at least 3 s.h. of which must be from: MKTG 4532 or 4732.

This plan reflects the degree program's requirements published in the 2018-2019 university catalog. All guides are meant as an example of how a degree can be completed. Course availability, prior credit, course prerequisites, major requirements, and student needs must be considered in developing an individual academic pathway.

Key:

UGETC - Universal General Education Transfer Component courses

CAA GEN ED - Additional General Education Hours (AA requires 13-14 hours; AS requires 11 hours)

Pre-Major/Elective - Courses classified as pre-major, electives, or general education courses within the CAA, of which ACA 122 is required