

Baccalaureate Degree Plan
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.

NC Community College First Year			
Fall Semester			
NCCCS Course	NCCC s.h..	ECU Course Equivalent	ECU s.h.
ENG 111	3	ENGL 1100 (WI) ¹	3
ECO 251-UGETC Social Science	3	ECON 2113	3
MAT 152-CAA GEN ED	4	MATH 2283	4
HEA 110 ² -CAA Premajor/Elective	3	HLTH 1000/KINE 1000 ²	3
ACA 122-CAA Premajor/Elective	1	COAD 1xxx (Elective Credit)	1
Total:	14		14
Spring Semester			
PHI 240-UGETC Humanities/Fine Arts	3	PHIL 1175 (DD) ⁴	3
UGETC Humanities/Fine Arts Course	3	General Education Course	3
<i>Recommended: ART 111 or DRA 111</i>		<i>ART 1910 (GD)⁴ or THEA 1000 (GD)⁴</i>	
MAT 171-UGETC Mathematics	4	MATH 1065	4
ECO 252-UGETC Social Science	3	ECON 2133	3
PSY 150 or SOC 210-UGETC Social Science	3	PSYC 1000 or SOCI 2110 (DD) ⁴	3
Total:	16		16
NC Community College Second Year			
Fall Semester			
NCCCS Course	NCCC s.h..	ECU Course Equivalent	ECU s.h.
ENG 112	3	ENGL 2201 (WI) ¹	3
UGETC Natural Sciences Course	4	General Education Course	4
ACC 120-CAA Premajor/Elective	4	ACCT 2401	4
BUS 115-CAA Premajor/Elective	3	FINA 2244 (DD) ⁴	3
Total:	14		14
Spring Semester			
COM 231-UGETC Humanities/Fine Arts	3	COMM 2410	3
CAA GEN ED Courses	6	General Education Courses	6
CIS 110-CAA GEN ED	3	MIS 2223	3
ACC 121-CAA Premajor/Elective	4	ACCT 2521	4
Total:	16		16
Key: The Transfer Course List can be found at: NC Transfer Course List			
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 (ACA 122 is required)			

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 four writing intensive (WI) courses, including ENGL 1100 and ENGL 2201; at least one WI course in the major; and any other 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.

NOTE: Credit will only be awarded for transferable courses for which a grade of C (2.0) or better is earned.



**Schedule of Courses Upon Admission to ECU
Associate in Arts (AA) to BSBA Marketing,
Marketing Concentration**

ECU Junior Year			
Fall Semester		Spring Semester	
BUSI 1200	3	BUSI 2200	3
FINA 3724	3	ENGL 3880 (WI) ¹	3
MGMT 3302	3	MKTG 3872	3
MIS 3063	3	MKTG Electives above 3999	3
MKTG 3832	3	OMGT 3123	3
Total:	15	Total:	15
ECU Senior Year			
Fall Semester		Spring Semester	
BUSI 3200	2	BUSI 4200	1
MKTG 4532 or 4732	3	MGMT 4842 (WI) ¹	3
MKTG 4682	3	MKTG 4562	3
General Elective	3	MKTG Electives above 3999	3
International Perspective Course ³	3	OMGT 3223	3
		General Electives	3
Total:	14	Total:	16

³Select from ACCT 4451, FINA 4454, MGMT 3352, MGMT 3552, MKTG 3852, or MKTG 4992

Minimum Credit Hours Required for Graduation: 120

The Bachelor of Business Administration requires a minimum of 120 semester hours. ECU requires a minimum 2.0 overall GPA and a minimum 2.0 major GPA for graduation. Upon admission to the university, students may declare an intended major in accounting, finance, management, management information systems, or marketing. Students must meet the following requirements prior to taking 4000-level or concentration courses for the BSBA degree: **1.** Completion of a minimum of 45 s.h. **2.** Cumulative GPA of 2.5 on 4.0 scale. **3.** Completion of the declaration courses listed below or equivalent course work with a minimum grade of C- in each and a 2.5 average over the eight courses: ACCT 2401, ACCT 2521; ECON 2113, ECON 2133; FINA 2244; MATH 1065, MATH 2283; MIS 2223. **4.** Once enrolled at East Carolina University, a student will be limited to a maximum of two attempts per declaration course, including course withdrawals after the schedule adjustment period, regardless of the institution where attempted. Students who have not met the above requirements may take a maximum of 30 s.h. of 2000- and 3000-level business courses.

Seniors must successfully complete the Senior Business Exam (SBE) in their last semester or summer term before graduation from the BSBA program. The SBE is administered near the end of each semester and summer term. Failure to successfully complete the SBE will result in the student being delayed from graduating in the BSBA program as this competency exam is a program requirement.

For more information, visit the Department of Marketing and Supply [Department of Marketing & Supply Chain Management](#) website:

⁴**NOTE:** Completion of a 3 s.h. Global Diversity (GD) course and a 3 s.h. Domestic Diversity (DD) course are requirements of all ECU degrees. Though not required for transfer, recommended or required courses marked with GD or DD above should satisfy the requirement; students may choose other courses in these recommended areas. These courses can coincide with other General Education or Major courses. A list of all courses approved to meet the Global and Domestic Diversity requirement can be found in the University catalog: <http://catalog.ecu.edu>, click on the "Courses" link.

This plan reflects the degree program's requirements published in the 2022-2023 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. Following the Baccalaureate Degree Plan does not guarantee admission to ECU or guarantee an AA or BSBA degree will be conferred. Students should seek academic advising to determine the best course of study to meet educational goals and degree requirements.

[Please refer to the East Carolina University Admissions website for more information on admission and transfer of credits.](#)