



Baccalaureate Degree Plan

NCCCS Associate in Arts *or* Associate in Science

transfer to

East Carolina University, **BSBA Marketing**

The Marketing, BSBA is concerned with the creation and delivery of value to customers and organizations. Marketing focuses on developing an understanding of customers and markets, creating products and services based on that understanding, and communicating and delivering the value added. The program prepares students for management careers in advertising, sales, research, distribution, product planning, and international marketing.

Students must meet the following requirements prior to taking 4000-level major courses and most concentration courses:

- Completion of a minimum 45 s.h.
- Cumulative GPA of 2.5 on 4.0 scale.
- Completion of the declaration courses listed below or equivalent course work with a minimum grade of C- in each and 2.5 GPA over the eight courses: ACCT 2401, ACCT 2521, ECON 2113, ECON 2133, FINA 2244, MATH 1065, MATH 2228 or MATH 2283, and MIS 2223.

Once enrolled at East Carolina University, a student will be limited to a maximum of two attempts per declaration course.

As a transfer student, it is important to contact an ECU Academic Advisor, cobadvising@ecu.edu, as soon as possible.

An example of how to plan your first 2 years of the traditional 4 years of study is included at the end of this document. However, depending on when you transfer and how many recommended courses you take at the community college, it may take longer than 4 years to complete any degree at ECU.

Recommended courses to take at a North Carolina Community College

ACC 120	CIS 110	ECO 251	HEA 110	PHI 240
ACC 121		ECO 252		
	COM 231		MAT 152	PSY 150 or
BUS 115		ENG 111	MAT 171	SOC 210
		ENG 112		

- Other courses to complete an AA or AS are student's choice; no other current department recommendations. Other equivalent courses may be listed in the degree requirements.
- Completion of an approved NCCCS AA or AS waives the General Education requirement. For more information about the waiver, [click here](#).
- For more information about General Education Core Requirements at ECU, and a list of specific course options, click [here](#).
- You do not have to complete all NCCCS equivalents or recommended courses before transferring. However, taking minimal recommendations may prolong your time to degree at ECU.

Degree Requirements

General Education Core Requirements

40 semester hours credit required; completion of an approved AA or AS waives this requirement.

Competency	Semester Hour Credits Required	Notes
Written Communication	6	<i>ENG 111 and ENG 112 should be taken at the community college to satisfy this competency.</i>
Humanities & Fine Arts	9	<i>At least one class should be labeled as Humanities (HU) and one should be labeled as Fine Arts (FA).</i>
Social Sciences	9	<i>NCCCS HIS courses are not considered a social science at ECU.</i>
Natural Sciences	7	<i>One course must include a lab.</i>
Mathematics	3	<i>Choose MAT 171.</i>
Health Promotion and Health-Related Physical Activity	3	<i>HEA 110 should be taken at the community college to satisfy this competency.</i>

General Education Requirements	<p>Complete 40 semester hour credits. For more information, click here.</p> <p>COMM 2020 - Fundamentals of Speech Communication or COMM 2410 - Public Speaking</p> <p>ECON 2113 - Principles of Microeconomics ECON 2133 - Principles of Macroeconomics</p> <p>MATH 1065 - College Algebra or any higher approved general education mathematics course</p> <p>PHIL 1175 - Introduction to Ethics or PHIL 2274 - Business Ethics or PHIL 2275 - Professional Ethics</p> <p>Choose 3 s.h. from:</p> <p>PSYC 1000 - Introductory Psychology SOCI 2110 - Introduction to Sociology</p>	<p style="text-align: center;"><i>NCCCS Equivalents</i></p> <p style="text-align: center;"><i>COM 231</i></p> <p style="text-align: center;"><i>ECO 251</i> <i>ECO 252</i></p> <p style="text-align: center;"><i>MAT 171</i></p> <p style="text-align: center;"><i>PHI 240</i></p> <p style="text-align: center;"><i>PSY 150</i> <i>SOC 210</i></p>
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Cognates	<p>Complete 3 hours.</p> <p><i>(MATH 2228 or MATH 2283 count toward the general education elective requirement for this degree. Semester hours earned for one of these courses is not included in the 3 s.h. cognate requirement.)</i></p> <p>ENGL 3880 - Writing for Business and Industry</p> <p>MATH 2228 - Elementary Statistical Methods I or MATH 2283 - Statistics for Business</p>	<p style="text-align: center;"><i>MAT 152</i></p>
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Business Core	<p>Complete 36 hours.</p> <p>ACCT 2401 - Financial Accounting ACCT 2521 - Managerial Accounting FINA 2244 - Legal Environment of Business FINA 3724 - Financial Management MGMT 3202 - Fundamentals of Management MGMT 4842 - Strategic Management MIS 2223 - Introduction to Computers MIS 3063 - Introduction to Management Information Systems MKTG 3832 - Marketing Management OMGT 3123 - Operations and Supply Chain Management OMGT 3223 - Business Decision Modeling</p> <p>Choose one international perspectives course from:</p> <p>ACCT 4451 - International Accounting FINA 4454 - International Finance MGMT 3352 - International Business MGMT 3552 - Global Perspectives in Business MKTG 3852 - Cultural Environment of International Business MKTG 4992 - International Marketing</p>	<p><i>NCCCS Equivalents</i></p> <p>ACC 120 ACC 121 BUS 115</p> <p>CIS 110</p>
Concentrations	<p>Complete 18 hours.</p> <p>MKTG 3872 - Persuading Decision Makers MKTG 4562 - Marketing Strategy MKTG 4682 - Marketing Intelligence</p> <p><u>Choose 9 hours of 4000-level MKTG electives, at least 3 hours of which must be from:</u></p> <p>MKTG 4532 - Business and Organizational Marketing MKTG 4732 - Consumer Behavior</p>	
Leadership and Professional Development	<p>Complete 9 hours.</p> <p>BUSI 1200 - Strategy First BUSI 2200 - Experiential Leadership: Teams in Action BUSI 3200 - Professional Development and Ethical Leadership BUSI 4200 - Leadership Capstone</p> <p>Leadership and professional development portfolio must be completed prior to graduation.</p>	<p><i>These courses will be completed at ECU. There are no NCCCS Equivalents currently articulated.</i></p>
General Electives to complete requirements for graduation	<p>Semester Hour Credits needed vary.</p>	

Potential 2 Year Map for BSBA Marketing

An example of courses to take at your community college.

First Semester at NCCCS Institution

NCCCS Course	ECU Transfer Equivalent
ENG 111	ENGL 1100
ECO 251	ECON 2113
MAT 171	MATH 1065
HEA 110	HLTH 1000/KINE 1000
ACA 122	COAD 1XXX (elective credit)

Second Semester at NCCCS Institution

NCCCS Course	ECU Transfer Equivalent
ECO 252	ECON 2133
COM 231	COMM 2410
Natural Science course	
ACC 120	ACCT 2401
Additional General Education course	

Third Semester at a NCCCS Institution

NCCCS Course	ECU Transfer Equivalent
ENG 112	ENGL 2201
PHI 240	PHIL 1175
PSY 150 or SOC 210	PSYC 1000 or SOCI 2110
CIS 110	MIS 2223
ACC 121	ACCT 2521

Fourth Semester at a NCCCS Institution

NCCCS Course	ECU Transfer Equivalent
BUS 115	FINA 2244
MAT 152	MATH 2283
Humanities/Fine Arts course or 2 nd Math course	
Social Behavioral Science course or 2 nd Natural Science course	
Any remaining hours toward graduation requirement.	

- Schedule at ECU will depend on courses completed at the community college and semester of entry (fall or spring).
- You should email cobadvising@ecu.edu as soon as possible for more specialized advising.
- This schedule is dependent on taking full-time course loads; however, it may not be realistic to take a full-time course load if you are working full-time or part-time, are a caregiver, or have other obligations. **Ask your advisor how you can be most successful.**