

**Template for CAA students earning an AS degree
who are interested in Marketing
at Winston-Salem State University**

Part I: Complete the AS degree within the NCCCS as outlined.

Any program/major courses that satisfy the Universal General Education Transfer Component will be noted in the column "Required or Preferred by Major" up to the limits of each category.

Universal General Education Transfer Component (UGETC)

The following <u>two</u> English composition courses are required.							
English Composition (6 SCH)							
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required or Preferred by Major	Notes
ENG 111	Expository Writing	3	None	ENG 1301	3		
ENG 112	Argument-Based Research	3	ENG 111	ELEC 1000	3		Counts as GE hours
Total Credit Hours Required		6			6		
Students will select <u>two</u> courses from at least two different disciplines:							
Humanities/Fine Arts (6 SCH)							
Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required or Preferred by Major	Notes
ART 111	Art Appreciation	3	None	ART 1301	3		
ART 114	Art History Survey I	3	None	ART 2301	3		
ART 115	Art History Survey II	3	None	ART 2302	3		
COM 231	Public Speaking	3	None	SPH 2341	3		
ENG 231	American Literature I	3	None	ENG 2313	3		
ENG 232	American Literature II	3	None	ENG 2314	3		

MUS 110	Music Appreciation	3	None	MUS 1301	3		
MUS 112	Introduction to Jazz	3	None	ELEC 1000	3		Counts as GE AOK
PHI 215	Philosophical Issues	3	ENG 111	PHI 2301	3		
PHI 240	Introduction to Ethics	3	ENG 111	PHI 2302	3		
Total Credit Hours Required		6			6		

Social /Behavioral Science (6 SCH)

Students will select two courses from at least two different disciplines:

Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required or Preferred by Major	Notes
ECO 251	Principles of Microeconomics	3	None	ECO 2311	3	x	
ECO 252	Principles of Macroeconomics	3	None	ECO 2312	3	x	take as elective
HIS 111	World Civilizations I	3	None	HIS 1301	3		
HIS 112	World Civilizations II	3	None	HIS 1302	3		
HIS 131	American History I	3	None	HIS 2306	3		take a history
HIS 132	American History II	3	None	HIS 2307	3		
PSY 150	General Psychology	3	None	PSY 2301	3		
POL 120	American Government	3	None	POS 2311	3		
SOC 210	Introduction to Sociology	3	None	SOC 2301	3		
Total Credit Hours Required		6			6		

Mathematics (8 SCH)

Students will select two courses from the following:

Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required or Preferred by Major	Notes
MAT 171	Precalculus Algebra	4	None	MAT 1312	3		
MAT 172	Precalculus Trigonometry	4	MAT 171	MAT 1312	3	x	
MATH 263	Brief Calculus	4	MAT 171	MAT 2333	3		
MATH 271	Calculus I	4	MAT 172	MAT 2317	3	x	
Total Credit Hours Required		8			6		

Students will select 8 SHS
from the following
courses:

Natural Sciences (8 SCH)

Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Required or Preferred by Major	Notes
AST 151/151	General Astronomy I and lab I		None	PHS 4111	4		
BIO 110	Principles of Biology	4	None	BIO 1301/1101	4		
BIO 111	General Biology I	4	None	BIO 2301/2101	4		must take both BIO 111 and BIO 112
BIO 112	General Biology II	4	BIO 111	BIO 2302/2102	4		must take both BIO 111 and BIO 112
CHM 151	General Chemistry I	4	None	CHE 2311+2111	4		must take both CHM 151 and CHM 152
CHM 152	General Chemistry II	4	CHM 151	CHE 2312+2112	4		must take both CHM 151 and CHM 152
GEL 111	Introduction Geology	4	None	ELEC 1100	4		Counts as GE AOK
PHY 110/110	Conceptual Physics and Lab	4	None	ELEC 1100	4		Counts as GE AOK, must take lab with course
PHY 151	College Physics I	4	MAT 171	PHY 2321	4		must take PHY 151 and PHY 152
PHY 152	College Physics II	4	PHY 151	PHY 2322	4		must take PHY 151 and PHY 152
PHY 251	General Physics I	4	MAT 271	PHY 3331	4		must take PHY 251 and PHY 252
PHY 252	General Physics II	4	MAT 272 <u>and</u> PHY 251	PHY 3332	4		must take PHY 251 and PHY 252

Total Credit Hours Required

8

8

Total UGETC Hours

34

34

General Education Courses (11-12 SHC) : These courses must be classified as UGETC or general education within the program.

Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Category	Notes
ACC 120	Prin of Financial Accounting	3		ACC 2316	3		
ACC 121	Prin of Managerial Accounting	3		ACC 2317	3		
MAT 152	Statistics	3		MAT 2326	3		
ECO 252	Principles of Macroeconomics	3	None	ECO 2312	3		

Total Credit Hours Required 11-12 12

Total General Education Hours Required 45 45

General Education Courses (14-15 SHC): These courses must be classified as pre-major, elective or general education within the program.

Prefix	Course Name	Credit Hours	Pre-requisites	University Course Equivalent	Credit Hours	Category	Notes
ACA 122	College Transfer Success	1	None	UNI 001	1	GEC	required by CAA
BUS 115	Business Law	3		BLA 2325	3		
	Take 10 hours of GE courses				10		

Other Required Hours (15-16 SCH) 14-15 14

Total Semester Credit Hours in Program: 60

Part II: Complete one of the Degree Plans

Semester 5

Credit

MIS 1380 Business Computing	3
MGT 3321 Principles of Management	3
MGT 3350 Fundamentals of International Business	3
QBA 2325 Business & Economics Statistics	3
MKT 3331 Principles of Marketing	3
	15

Semester 6

MGT 3322 Organizational Behavior	3
FIN 3351 Principles of Financial Management	3
QBA 3370 Statistics & Quantitative Methods of Business	3
MKT 3335 Consumer and Organizational Buyer Behavior	3
MKT 3302 Business Plan Foundation	3
	15

Semester 7

MKT 4376 Marketing Research	3
MKT 4379 International Marketing	3
QBA 4377 Production and Operations Management	3
MKT 3305 Entrepreneurial Marketing	3
Marketing Elective	3
	15

Semester 8

MGT 4399 Strategic Management	3
MKT 4380 Marketing Strategy	3
MKT 4372 Social Media Marketing	3
Marketing Elective	3
Elective	3
	15

Upper Level	60
Transfer	60
Total	120