

NORTH CAROLINA WESLEYAN COLLEGE, ASPIRE

DEGREE REQUIREMENTS (2016-2017 Catalog)
Degree Worksheet for B.S. in MARKETING

NAME _____ ID# _____
Date _____ Prepared by _____

GENERAL EDUCATION: INTERDISCIPLINARY REQUIREMENTS	REQUIRED	EARNED	NEEDED
ENG111 Writing I	3 sem. hrs.		
ENG112 Writing II (<i>ENG 111</i>)	3 sem. hrs.		
ETHICS [Take PHI 342 - Professional & Business Ethics]	3 sem. hrs.		
INTERNATIONAL STUDIES (<i>REL 220, Foreign Languages, etc.</i>)	3 sem. hrs.		
MAT092 Intermediate Algebra or higher level math	3 sem. hrs.		
Only lower level courses (<i>100-299</i>) may be used to meet Humanities, Social Sciences and Natural Sciences requirements. See Wesleyan Catalog, <i>ASPIRE</i> Section.			
HUMANITIES (minimum 9 semester hours)			
Art 101, Music 101, Theater 115, or Humanities 101	3 sem. hrs.		
English Literature 115, 203, 204, 205, or 206 (<i>ENG 112, WI</i>)	3 sem. hrs.		
REL 115 Religious Worlds or REL 101 Intro. To Religion	3 sem. hrs.		
SOCIAL SCIENCES (minimum 9 semester hours)			
History 101, 102, 111, 112 or Politics 112, Politics 201	3 sem. hrs.		
ECON 211, ECON 212, GEO 101 or JUN 111	3 sem. hrs.		
Psychology 111 or Sociology 101, 111	3 sem. hrs.		
NATURAL SCIENCES (minimum 8 semester hours)			
BIO 101 Life Science	3 sem. hrs.		
BIO 102 Life Science Lab	1 sem. hrs.		
Earth Science (ERS 131/ERS132 Lab OR ERS 141/ERS 142 Lab)	4 sem. hrs.		
MAJOR REQUIREMENTS, MARKETING MAJOR			
ACC201 Financial Accounting	3 sem. hrs.		
BUS206 Principles of Management	3 sem. hrs.		
BUS308 Organizational Behavior (<i>BUS 206, WI</i>)	3 sem. hrs.		
ECO 212 Prin. of Micro Economics (<i>also satisfies Social Sciences</i>)	3 sem. hrs.		
ENG 304 Business Communications (<i>ENG 111, 112, WI</i>)	3 sem. hrs.		
MAT 213 Elementary Statistics (<i>MAT 092</i>)	3 sem. hrs.		
MKT 205 Principles of Marketing (<i>WI</i>)	3 sem. hrs.		
MKT 317 Integrated Marketing Communications (<i>MKT 205</i>)	3 sem. hrs.		
MKT 318 Consumer Behavior (<i>MKT 205</i>)	3 sem. hrs.		
MKT 319 Retailing (<i>MKT 205</i>)	3 sem. hrs.		
MKT 320 Services Marketing (<i>MKT 205</i>)	3 sem. hrs.		
MKT 321 Internet Marketing (<i>MKT 205</i>)	3 sem. hrs.		
MKT 322 Marketing Research (<i>MAT 213, MKT 205</i>)	3 sem. hrs.		
MKT 482 Marketing Capstone (<i>BUS 308, MKT 322, WI, Senior Standing</i>)	3 sem. hrs.		
MKT 495 Topics in Marketing (<i>MKT 205</i>)	3 sem. hrs.		
ELECTIVES (as needed to earn a min. of 33 UL credits, and min. total of 120 credits)			
Minimum Semester Hours Required for Graduation		120	

Prerequisites for courses are indicated in (*italics*).

WI = Writing Intensive courses – see catalog and course syllabus for details.

Upper Level (UL) courses are numbered 300–499 (minimum of 33 credits of Upper Level required)

“The final responsibility of meeting academic and graduation requirements rests with the student (2016-2017 NC Wesleyan college catalog)”