

Comprehensive Articulation Agreement Completion Plan

Bachelor of Science in Marketing

NC Community College Associate of Arts to Gardner-Webb University Traditional Undergraduate Program

NC Community College Associate of Arts Courses	Credit Hours	Gardner-Webb University Courses	Credit Hours
English Composition Component (both required - 6 hours):			
ENG 111 Writing & Inquiry	3	ENGL 101 Composition I	3
ENG 112 Writing/Research in the Disciplines	3	ENGL 102 Composition II	3
Humanities/Fine Arts/Communications (select three courses from at least two difference disciplines - 9 hours):			
COM 231 Public Speaking	3	COMM 233 Speech	3
ART 111 Art Appreciation	3	ARTS 225 Art Survey	3
ART 114 Art History Survey I	3	ARTS 120 Art History I	3
ART 115 Art History Survey II	3	ARTS 125 Art History II	3
ENG 231 American Literature I	3	ENGL 231 American Literature Survey I	3
ENG 232 American Literature II	3	ENGL 232 American Literature Survey II	3
MUS 110 Music Appreciation	3	MUSC 225 Music Survey	3
MUS 112 Introduction to Jazz	3	MUSC 1XX	3
PHI 215 Philosophical Issues	3	PHIL 1XX	3
PHI 240 Introduction to Ethics	3	PHIL 2XX	3
Social/Behavioral Sciences (select three courses from at least two difference disciplines - 9 hours):			
ECO 251 Principles of Microeconomics (<i>recommended</i>)	3	ECON 203 Principles of Economics I	3
ECO 252 Principles of Macroeconomics (<i>recommended</i>)	3	ECON 204 Principles of Economics II	3
HIS 111 World Civilizations I	3	HIST 101 Survey of Western Civilization I	3
HIS 112 World Civilizations II	3	HIST 102 Survey of Western Civilization II	3
HIS 131 American History I	3	HIST 244 Survey of United States History to 1877	3
HIS 132 American History II	3	HIST 245 Survey of United States History from 1877 to the Present	3
POL 120 American Government	3	POLS 202 American Government	3
PSY 150 General Psychology	3	PSYC 201 General Psychology	3
SOC 210 Introduction to Sociology	3	SOCI 201 Introduction to Sociology	3
Math (select one course from the following - 3-4 hours):			
MAT 143 Quantitative Literacy	3	MATH 120 Math for Liberal Arts	3
MAT 152 Statistical Methods I (<i>recommended</i>)	4	MATH 105 Fundamentals of Probability and Statistics	3
MAT 171 Pre-calculus Algebra	4	MATH 1XX	3
Natural Sciences (select 4 credit hours from the following):			
AST 111 Descriptive Astronomy and AST 111A Descriptive Astronomy Lab	4	PHYS 1XX	4
AST 151 General Astronomy I and AST 151A General Astronomy Lab I	4	PHYS 104 Astronomy	4
BIO 110 Principles of Biology	4	BIOL 111 General Biology	4
BIO 111 General Biology I	4	BIOL 111 General Biology	4
CHM 151 General Chemistry I	4	CHEM 111 General Chemistry I	4
GEL 111 Introductory Geology	4	GEOL 101 Physical Geology	4
PHY 110 Conceptual Physics and PHY 110A Conceptual Physics Lab	4	PHYS 1XX	4
Additional General Education Hours (select 13-14 hours from courses classified as general education)			
	13-14		
Other Required Hours (15 hours):			
ACA 122 College Transfer Success	1	ELEC 001	1
Additional selection of 14 hours of courses classified as pre-major, elective, or general education (<i>recommended options below</i>)	14		
ACC 120 Principles of Financial Accounting		ACCT 213 Accounting Principles I	3
ACC 121 Principles of Managerial Accounting		ACCT 214 Accounting Principles II	3
REL 211 Intro to the Old Testament		RELI 300 Introduction to the Old Testament	3
REL 212 Intro to the New Testament		RELI 301 Introduction to the New Testament	3
Total Transfer Hours:			60

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Bachelor of Science in Marketing Courses	Credit Hours
BADM 300 Legal Environment of Business	3
BADM 304 Applied Business Statistics	3
BADM 305 Introduction to Management Science	3
BADM 360 International Business	3
BADM 480 Business Strategy	3
CISS 300 Management Information Systems	3
FINC 312 Financial Management	3
MGMT 316 Principles of Management	3
MRKT 300 Principles of Marketing	3
MRKT 410 Marketing Research	3
MRKT 420 Marketing Management	3
MRKT 497 Internship in Marketing	3
Required Major Electives (select four courses from the following - 12 hours):	
COMM 370 Introduction to Computer Graphics	3
MRKT 302 Consumer Behavior	3
MRKT 304 Advertising and Promotion	3
MRKT 404 Sales Management	3
MRKT 475 Topics in Marketing	3
MRKT 466 International Marketing	3
SPMG 310 Sport Marketing and Promotion	3
Other Required Courses (if not taken during Associate of Arts):	
ACCT 213 Accounting Principles I	3
ACCT 214 Accounting Principles II	3
ECON 203 Principles of Economics I	3
ECON 204 Principles of Economics II	3
MATH 105 Fundamentals of Statistics and Probability, MATH 110 Finite Mathematics, or MATH 151 Calculus I	3-4
RELI 300 Introduction to the Old Testament	3
RELI 301 Introduction to the New Testament	3
Elective Hours (as needed)	0+
Total Hours at Gardner-Webb:	60+
Total Bachelor of Science Hours:	120+