

2019-2020 Wake Tech Community College (AAS) to University of Mount Olive (BS) Transfer Guide

Business Adm/Marketing, AAS (A25120M)

Bachelor of Science: Marketing (08/20)

	<u>Wake Tech CC</u>	<u>Course Name</u>	<u>UMO Equivalencies</u>	<u>Degree Destination</u>	<u>Credit</u>
Fall Semester One (18sh)	BUS 110 (3sh)	Intro to Business	BUS 110/E/C (3sh)	Elective	3
	BUS 137 (3sh)	Principles of Management	E (3sh)	Elective	3
	CIS 110 (3sh)	Intro to Computers	CIS 110/E/Ti (3sh)	GER Tech/Info Literacy	3
	(3sh)	<i>Social Science (ECO 251 or 252)*</i>	<i>ECO 201/E/C/SB (3sh)</i>	GER Soc/Behavioral Science	3
	ENG 111 (3sh)	Writing and Inquiry	ENG 111/W (3sh)	GER Written Communication	3
Spring Semester One (16sh)	MKT 120 (3sh)	Principles of Marketing	<i>combined with MTK 220</i>		
	ACC 120 (4sh)	Principles of Accounting I	ACC 211/E (3sh)	*Major Requirement	3
	BUS 115 (3sh)	Business Law I	BUS 201/E (3sh)	*Major Requirement	3
	BUS 121 (3sh)	Business Math	E (3sh)	Elective	3
	MKT 220 (3sh)	Advertising & Sales Prom.	MKT 351 with MKT 120	*Major Requirement	3
(3sh)	<i>Math Elective (MAT 143)*</i>	<i>MAT 121/E/Q (3sh)</i>	GER Quantitative Reasoning	3	
Fall Semester Two (16sh)	ENG 114 (3sh)	Prof Research & Report	ENG 112/E/W (3sh)	GER Written Communication	3
	MKT 221 (3sh)	Consumer Behavior	E (3sh)	Elective	3
	MKT 225 (3sh)	Marketing Research	E (3sh)	Elective	3
	MKT 228 (3sh)	Service Marketing	E (3sh)	Elective	2
	MKT 232 (4sh)	Social Media Marketing	E (4sh)		
Spring Semester Two (15sh)	BUS 139 (3sh)	Entrepreneurship I	E (3sh)	Elective	3
	HUM 115 (3sh)	Critical Thinking	PHI 210/E/G (3sh)		
	MKT 227 (3sh)	Marketing Applications	E (3sh)		
	(3sh)	<i>Marketing Elective (BUS 240)*</i>	<i>BUS 202/E/C/G (3sh)</i>	GER Citizenship	3
MKT 123 (3sh)	Fundamentals of Selling	E (3sh)			
Total Wake Tech CC Hours	65			Hours Transferring to UMO	47
				Minimum Hours for Degree	126

Elective List

Marketing Electives	BUS 125 (3sh)	Personal Finance	E/C (3sh)
	BUS 228 (3sh)	Business Statistics	BUS 302/E (3sh)
	BUS 230 (3sh)	Small Business Mgt.	E (3sh)
	BUS 240 (3sh)	Business Ethics	BUS 202/E/C/G (3sh)
	BUS 260 (3sh)	Business Communication	ENG 250/E/C (3sh)
	WBL 111 (1sh)	Work-Based Learning I	E (1sh)
	WBL 112 (2sh)	Work-Based Learning I	E (2sh)
	WBL 113 (3sh)	Work-Based Learning I	E (3sh)

* Recommended courses for transfer based on elective list.

W = Written Communication
 TI = Technology/Info Literacy
 G = Global Understanding
 SB = Social/Behavioral Sci
 H = History
 O = Oral Communication
 GER = General Education

F = Fine Arts
 L = Literature
 C = Citizenship
 BP = Biological/Phys Sci
 RL = Related Studies
 R = Religion
 Q = Quantitative Reasoning

**Updated
6/16/2020**

Notes: (1) A maximum of 64sh can be transferred from a 2yr school. (2) Transferred courses must earn minimum grade of "C".

University of Mount Olive Coursework-Traditional
Sample Schedule to complete final two years of Marketing degree

Semester One (18sh)	HRM 322 (3sh)	Human Capital Management	*Major Requirement	3
	CIS 322 (3sh)	Spreadsheet Mod. For Decision Making	*Major Requirement	3
	MIS 300 (3sh)	Management Information Systems	*Major Requirement	3
	ECO 201 (3sh)	Principles of Microeconomics	GER Requirement	3
	ACC 212 (3sh)	Principles of Managerial Accounting	*Major Requirement	3
	ENG 213 (3sh)	Perspectives in American Literature	GER Requirement	3
Semester Two (18sh)	BUS 325 (3sh)	Integrated Business Experience Practicum	*Major Requirement	3
	BUS 302 (3sh)	Statistics for Behavioral Sciences	*Major Requirement	3
	MIS 347 (3sh)	Internet & Social Media Mkt for Business	*Major Requirement	3
	MGT 385 (3sh)	Entrepreneurship & Small Business Mgt	*Major Requirement	3
	FIN 320 (3sh)	Corporation Finance	*Major Requirement	3
	ART 110 (3sh)	Art Appreciation	GER Requirement	3
Semester Three (6sh)	HIS 200 (3sh)	Contemporary World History	GER Requirement	3
Summer Semester	ENG 241 (3sh)	Public Speaking	GER Requirement	3
Semester Four (19sh)	MGT 311 (3sh)	Fundamentals of Management	*Major Requirement	3
	MGT 345 (3sh)	Operations & Supply Chain Management	*Major Requirement	3
	MKT 352 (3sh)	Consumer Behavior	*Major Requirement	3
	BUS 370 (3sh)	International Business	*Major Requirement	3
	MKT 353 (3sh)	Marketing Communication	*Major Requirement	3
	CHE 110 (4sh)	Introductory Chemistry	GER Requirement	4
Semester Five (18sh)	MKT 358 (3sh)	Sales Management	*Major Requirement	3
	MKT 405 (3sh)	Marketing Management	*Major Requirement	3
	MKT 355 (3sh)	Principles of Retailing	*Major Requirement	3
	REL 111 (3sh)	Introduction to Old Testament	GER Requirement	3
	BIO 100 (3sh)	Introductory Biology	GER Requirement	3
	HIS 223 (3sh)	Major Issues in American History	GER Requirement	3

Notes: (1) This is a sample schedule only--course and sequence may vary. (2) GER requirements not limited to courses listed in sample schedule.

Total UMO Hours 79
Total Transferred Hours 47
Total Hours Completed 126