

Cameron School of Business Advising Worksheet

B.S. Business Administration



Marketing Strategy Concentration

2022 – 2023 Catalogue

Cameron Admission	Notes	Prereqs
MAT 151 or 161 Calculus		MAT 111
MIS 213 Mgt Info Systems		None
BAN 280 Statistical Analysis		MAT 111
ACG 201 Fin Accounting		MAT 111
ACGL 201 Accounting Lab		MAT 111
ECN 221 Microeconomics		MAT 111
ECN 222 Macroeconomics		ECN 221
ENG 101+201 or 103		
<input type="checkbox"/> Minimum C- required in all admission courses		
<input type="checkbox"/> 12 hrs in business courses at UNCW + sophomore standing		
<input type="checkbox"/> 2.7 UNCW GPA required for admission		

Cameron Core Courses	Notes	Prereqs
<i>Courses with * Require Junior Standing –OR- CSB Admission to Enroll</i>		
ACG 203 Managerial Acct		ACG 201, ACGL 201
BUS 206 & ENG 206		Must be declared Pre-Bus
FIN 335 Financial Mgt		ACG 201, ECN 222, BAN 280
MKT 340 Princip of Mkt		30 hrs or CSB Admission
SCM 370 Supply Chain Mgt		BAN 280
* BLA 361 Business Law		60 hrs or CSB Admission
* INB 300 International Bus		ECN 222
* MGT 350 Princip of Mgt		60 hrs or CSB Admission

Concentration/Capstone	Notes	Prereqs
<i>Courses with * Require CSB Admission to Enroll</i>		
* MKT 343 (WI) Mktg Intell		MKT 340 with min grade C-
* MKT 349 Consumer Behav		MKT 340
* MKT 440 Mktg Analytics		MKT 343
* MKT 443 Mktg Research		MKT 343
* MKT 445 Mktg Strategy		MKT 343, 9 hrs in concentr
* MKT Elective		Varies
* MKT Elective		Varies
* MGT 455 Comp Strategy		9 hrs in Concentration FIN 335, SCM 370, BLA 361, INB 300, MGT 350, & MKT 340

University Studies	Notes
I.A. ENG 101 or 103	
I.A. ENG 201	Exempt w/ ENG 103
I.B. WPA 101 + WPALab 101	Previously PED 101
I.C. Mathematics	Met with MAT 151 or BAN 280
I.D. Foreign Language	See Language Requirements
I.D. Foreign Language	
I.D. Foreign Language	*If applicable. Check audit*
II.A. Aesthetic, Int, Lit (AIL)	
II.A. Aesthetic, Int, Lit (AIL)	2nd Discipline:
II.B. Historical/Philos (HPA)	
II.B. Historical/Philos (HPA)	2nd Discipline:
II.C. Science (SNW) no Lab	
II.C. Science (SNW) w/ Lab	2nd Discipline:
II.D. Human Inst & Behv (UHIB)	Met with ECN 221 or ECN 222
II.D. Human Inst & Behv (UHIB)	Met with MGT 350
II.E. Living Diverse Nation (LDN)	Met with MGT 350
II.F. Global Society (LGS)	Met with INB 300
IV.A. Writing Intensive (WI)	Met with BUS+ENG 206
IV.A. Writing Intensive (WI)	Met with MKT 343
IV.B. Info Literacy (IL)	Met with MIS 213
IV.B. Info Literacy (IL)	Met with SCM 370
IV.C. Critical Reasoning + Oral Communications	Met with MGT 455
V. Explorations Beyond...	Met with BUS+ENG 206

Note: See degree audit to locate courses that fulfill University Studies requirements.

Are You Clear to Graduate?
<input type="checkbox"/> Minimum 120 earned hours to graduate
<input type="checkbox"/> Earned Good Academic Standing (2.0 overall) to graduate
<input type="checkbox"/> Earned minimum C- in Concentration + Core courses in same concentration unless otherwise noted.
<input type="checkbox"/> Applied to Graduate by Deadline (one semester in advance of the ceremony)