

CAMERON SCHOOL OF BUSINESS

Ms. Colleen Kolb, Director CSB Student Services

General information, degree requirements for all undergraduate majors and options in the Cameron School of Business, and detailed requirements for admission are listed in the undergraduate catalogue. The requirements for admission to the CSB are listed below:

REQUIREMENTS FOR ADMISSION

1. Each applicant must have completed a minimum of **44 semester hours**.
2. Each applicant must have completed a Cameron School of Business Admission **Orientation** online.
3. Each applicant must submit an “on-line” Cameron School of Business Application.
4. Students must earn a minimum GPA of 2.6 for the Admission Cluster of courses:
 - Students entering as FRESHMEN must complete the following courses
 - ¹ENG 101-201 or 103 Composition (3-3 or 3)
 - ¹MAT 151 or 161 Calculus (3 or 4) Prerequisite: MAT 111 or 115
 - ¹QMM 280 Statistical Analysis for Business and Economics (3)
Prerequisite: MAT 111 or 115
 - ¹ACG 201 & ACGL 201 Financial Accounting & Lab (4) Prerequisite: MAT 111 or 115
 - ¹ECN 221 Principles of Economics - Micro (3) Prerequisite: MAT 111 or 115
 - ¹ECN 222 Principles of Economics - Macro (3) Prerequisite: ECN 221
 - One semester of a foreign language (3)
 - The Admission GPA will be calculated on these 25 credit hours.*
 - Students entering as TRANSFERS must complete *at least 12 UNCW credit hours*:
 - A. Complete ALL of the courses listed above.
 - B. IF ADDITIONAL COURSES ARE NEEDED to complete at least 12 UNCW credit hours, the following courses may be used: ACG 203, BLA 361, ECN 324, FIN 335, MGT 350, MIS 213, MKT 340, and/or POM 370. All credit hours enrolled in during the semester in which 12 hours are completed from the Admission Cluster will be calculated for the Admission GPA. (2.6)
5. **Cameron School of Business Core** (34 hours):
 - ¹ACG 201 & ACGL 201 Financial Accounting & Lab (4) Pre- or co-requisite: MAT 111
 - ACG 203 Managerial Accounting (3) Prerequisite: ACG 201 & ACGL 201
 - QMM 280 Statistical Analysis for Business and Economics (3) Prerequisite: MAT 111
 - BLA 361 Legal Environment of Business (3) Junior or senior standing
 - MIS 213 Introduction to Information Systems and Technology (3)
 - INB 300 International Business (3) Prerequisites: ECN 222, ACG 203 and Junior standing
 - MGT 350 Principles of Management (3) Prerequisite: Junior standing
 - MKT 340 Principles of Marketing (3) Prerequisite: Junior standing
 - FIN 335 Principles of Financial Management (3) Prerequisites: ACG 203, ECN 222, QMM 280
 - POM 370 Introduction to Operations Management (3) Prerequisite: QMM 280
 - ²MGT 455 Business Policy (3) Prerequisites: BLA 361, INB 300, FIN 335, MGT 350, MKT 340, POM 370, and 9 hours in concentration
6. Students may not enroll in restricted courses until accepted into the Cameron School of Business. A list of restricted classes may be found in the Cameron School of Business Student Services Center, Cameron Hall 121.
7. Students must earn a minimum GPA of 2.00 on all courses attempted in the CSB

¹*These courses are required for Admission to CSB*

²*Admission to CSB is required to enroll in these courses*

NOTE TO ADVISORS: Students are encouraged to declare Pre-Business with 27 hours.

B.S. Business Administration

Option: Marketing (MKT)

*College: Cameron School of Business***DEGREE REQUIREMENTS**

Course requirements for all UNCW degrees include: (1) Basic Studies, (2) specific major requirements, and (3) sufficient elective hours for a combined total of a minimum of 124 hours.

(1) BASIC STUDIES (45 semester hours)

See Basic Studies sheet and/or information on the WEB at <http://www.uncw.edu/uc/basicstudies.htm>

(2) MAJOR REQUIREMENTS - MKT (Minimum 52 hours core and option)

Check when complete:

CORE: (34 hours + ECN 221 and 222)

_____ ¹ *ACG 201 and ACGL 201	Financial Accounting (3) Lab (1) Prerequisite or corequisite: MAT 111 or 115 (With MIS 213 meets Computer Competency Requirement)
_____ ACG 203	Managerial Accounting (3) Prerequisite: ACG 201 and ACGL 201
_____ ¹ +ECN 221	Principles of Economics – Micro (3) Prerequisite: MAT 111 or 115
_____ ¹ +ECN 222	Principles of Economics – Macro (3) Prerequisite: ECN 221
_____ ¹ QMM 280	Statistical Analysis for Business and Economics (3) Prerequisite: MAT 111 or 115
_____ BLA 361	Legal Environment of Business (3) Prerequisite: Junior or senior standing
_____ MIS 213	Introduction to Information Systems and Technology (3) (With ACGL 201 meets Computer Competency Requirement)
_____ MGT 350	Principles of Management (3) Prerequisite: Junior standing
_____ MKT 340	Principles of Marketing (3) Prerequisite: Junior standing
_____ INB 300	International Business (3) Prerequisites: ECN 222, ACG 203 and Junior standing
_____ POM 370	Introduction to Operations Management (3) Prerequisite: QMM 280
_____ FIN 335	Principles of Financial Management (3) Prerequisite: ACG 203, ECN 222, and QMM 280
_____ ² MGT 455	Business Policy (3) Prerequisite: BLA 361, INB 300, FIN 335, MGT 350, MKT 340, POM 370 (Meets Oral Communication Competency Requirement)

MKT Option: (21 hours)

_____ ² MKT 343	Marketing Intelligence and Communication (3) Prerequisite: QMM 280 and MKT 340
_____ ² MKT 348	Professional Selling (3) Prerequisite: MKT 340
_____ ² MKT 349	Consumer Behavior (3) Prerequisite: MKT340
_____ ² MKT 443	Marketing Research Design (3) Prerequisite: MKT 343
_____ ² MKT 445	Marketing Strategy (3) Prerequisite: MGT 350, MKT 343, 349, 443 and Senior standing
_____ ² MKT _____	Choose 3 courses from the following: MKT ² 345, ² 346, ² 347, ² 441, ² 442, ² 444,
_____ ² MKT _____	² 447, ² 448, ² 495

Students seeking the B.S. degree in business administration must earn a minimum GPA of 2.00 in all business and concentration courses attempted in the Cameron School of Business. No grade below a "C-" will be accepted towards graduation in a student's concentration or business school core course in that same concentration.

¹ *These courses are required for admission to the Cameron School of Business*

² *These courses require admission to the Cameron School of Business prior to enrollment*

* *These courses require a lab*

+ *May also be used to satisfy Basic Studies requirements*

(3) ELECTIVES

27 elective hours to equal a minimum of 124 hours; of the 27 hours of electives, 9 may be in CSB

Requirements to declare PRE-Business: Completion of 27 hours

For further information see the Cameron School of Business WEB sites: <http://www.csb.uncw.edu/departments/mgtmkt/index.stm>
<http://www.uncw.edu/catalogue/COURSES/Mkt.htm>