

MARKETING GUIDED PATHWAY

Marketing involves the exciting, dynamic process of matching buyers' needs and wants with a firm's present or future market offerings. Marketing's functions involve the development, pricing, promotion, and distribution of goods or services for profit and nonprofit organizations. Earn an Associate of Arts in the Business Transfer Pathway from Central Piedmont Community College, and transfer to Winthrop University to earn your Bachelor of Science in Business Administration with a concentration in Marketing. This program provides you with the skills to satisfy customers' and organizations' goals while creating higher standards of living for society.

10/24

TERM 1 at Central Piedmont		
Course		√
ACA 122: College Transfer Success	1	
ENG 111: Writing and Inquiry	3	
BUS 110: Introduction of Business	3	
COM 231: Public Speaking	3	
MUS 110: Music Appreciation (Humanities and Arts)	3	
Natural Science	4	
Total credits:	17	

TERM 2 at Central Piedmont		
Course		√
ACC 120: Principles of Financial Accounting	4	
ART 114: Art History Survey I (Humanities/Global)	3	
ENG 112: Writing and Research in the Disciplines	3	
MAT 152: Statistical Methods I	4	
PSY 150: General Psychology (social science)	3	
Total credits:	17	

TERM 3 at Central Piedmont		
Course		√
ACC 121: Principles of Managerial Accounting	4	
CIS 110: Introduction to Computers	3	
ECO 251 : Principles of Microeconomics	3	
HIS 131: American History I	3	
MAT 171: Precalculus Algebra	4	
Total credits:	17	

TERM 4 at Central Piedmont		
Course		√
BIO 110: Principles of Biology	4	
ECO 252: Principles of Macroeconomics	3	
ART 114: Art History Survey	3	
MAT 263: Brief Calculus	4	
Total credits:	14	

TERM 5 at Winthrop University		
Course		√
CSCI 101D: Advanced Microsoft Excel	0.5	
BADM 250: Legal and Ethical Environment of Business	3	
HXCT 301: Human Experience/Critical Reading, Thinking, and Writing	3	
MGMT 321: Mgmt and Leadership	3	
MKTG 380: Prin. of Marketing	3	
Elective	3	
Total credits:	15.5	

TERM 6 at Winthrop University		
Course		√
FINC 311: Principles of Finance	3	
MGMT 365: Business Comm	3	
MKTG 381: Consumer Behavior	3	
MKTG 387: Promotions	3	
BSAN 210: Business Analytics	3	
Total credits:	15	

TERM 7 at Winthrop University		
Course		√
AQS: Applied Quant Skills	3	
MGMT 341: Info Systems	3	
MKTG 581: Global Marketing	3	
MKTG 385: Marketing Research	3	
Physical Activity	1	
Total credits:	13	

TERM 8 at Winthrop University		
Course		√
HIP: High Impact Practice	3	
MGMT 480: Business Policy	3	
MKTG Elective	3	
MKTG 489: Marketing Strategy	3	
Total credits:	12	