



Aims2UNC Curriculum Map*

Business, A.A., Business Administration: Marketing Emphasis B.S.

2021-2022 Catalog

Degree Requirements – 120 credits

*Curriculum Map for students transitioning from Aims Community College to the University of Northern Colorado for the purpose of completing a Bachelor of Science in Business Administration: Marketing Emphasis. An AA/AS degree from Aims will result in a waiver of UNC’s Liberal Arts Curriculum (general education) and the transfer of at least 66-68 credits depending on course grades from Aims. Courses with grades below a C- will not transfer to UNC, which could result in a transfer of fewer than 66-68 credits. See AIMS advisor for appropriate sequence of AIMS courses.

YEAR 1- FALL (16 credits)	YEAR 1- SPRING (17-18 credits)
ENG 121 - English Composition I (UNC Equivalent: ENG 122 - College Composition) 3 credits	ENG 122 – English Composition II (UNC Equivalent: ENG 123 - College Research Paper) 3 credits
MAT 121 – College Algebra (UNC Equivalent: MATH 124 – College Algebra) 4 credits	SOC 101 – Introduction to Sociology OR PSY 226 – Social Psychology (UNC Equivalent: SOC 100 – Principles of Sociology OR PSY 265 – Social Psychology) 3 credits
CIS 118 – Introduction to PC Applications (UNC Equivalent: BACS 101 – Business Computing) 3 credits	MAT 125 – Survey of Calculus (UNC Equivalent: MATH 176 – Topics in Calculus) 4 credits
Any History [HI1] course ** 3 credits	BUS 216 – Legal Environment of Business (UNC Equivalent: BAFN 231 – Legal Environment of Business) 3 credits
BUS 115 – Introduction to Business (UNC substitute: BAMG 125 – Taking Care of Business) 3 credits	Any Physical & Life Science [SC1] course ** 4-5 credits
YEAR 2- FALL (17-18 credits)	YEAR 2-SPRING (16 credits)
ACC 121 – Accounting Principles I (UNC Equivalent: BAAC 220 – Principles of Accounting I) 4 credits	ACC 122 – Accounting Principles II (UNC Equivalent: BAAC 221 – Principles of Accounting II) 4 credits
ECO 201 – Macroeconomics (UNC Equivalent: ECON 203 – Principles of Macroeconomics) 3 credits	ECO 202 – Microeconomics (UNC Equivalent: ECON 205 – Principles of Microeconomics) 3 credits
COM 115 – Public Speaking (UNC Equivalent: COMM 100 – Basics of Public Speaking) 3 credits	BUS 226 – Business Statistics (UNC Equivalent: STAT 150 – Introduction to Statistical Analysis) 3 credits
Any Physical & Life Science [SC1] course ** 4-5 credits	BUS 217 – Business Communication & Report Writing (UNC Equivalent: BA 205 – Business Communications) 3 credits
Any Arts & Humanities [AH1], [AH2], [AH3], [AH4] course ** 3 credits	Any Arts & Humanities [AH1], [AH2], [AH3], [AH4] course ** 3 credits
YEAR 3- FALL (15 credits)	YEAR 3- SPRING (15 credits)
BAMK 360 Marketing 3 credits	BAMK 361 Consumer Behavior 3 credits
BACS 300 Information Systems 3 credits	BAMK 368 Marketing Analysis and Research 3 credits
BAFN 240 Personal Financial Planning 3 credits	Marketing Emphasis Elective (See note 3) 3 credits
BAMG 350 Management and Organizational Behavior 3 credits	Marketing Emphasis Elective (See note 3) 3 credits
BAFN 370 Business Finance 3 credits	Business Elective (See note 4) 3 credits

YEAR 4- FALL (12 credits)		YEAR 4- SPRING (12 credits)	
BAMG 390 Operations Management and Data Analytics	3 credits	BAMG 456 Strategic Management	3 credits
BAMK 464 Global Marketing Strategies	3 credits	BAMK 490 Marketing Strategies	3 credits
Marketing Emphasis Elective (See note 3)	3 credits	Marketing Emphasis Elective (See note 3)	3 credits
Business Elective (See note 4)	3 credits	University-Wide Elective	3 credits

*Assuming student has a transfer of at least 66-68 credits

** For a full listing of approved Guaranteed Transfer (GT) courses in these categories please refer to the current catalog.

Monfort College of Business Admission Requirement – Transfer students are admitted to the College of Business major and minors provided they meet the admission requirements set forth by UNC.

Minor Required – No minor is required.

Contact Information – Marketing/Monfort College of Business

Kepner 1055 and (970)351-1233

Web Page: <http://mcb.unco.edu/departments/Marketing.cfm>

UNC. MCB Notes

1. A student must attain a 2.0 or greater cumulative Business GPA. Business GPA is monitored after a student has attempted at least nine UNC credits in Business Administration courses. *The following Business courses do **not** count in the Business GPA: BACS 180, BAMK 260, BAAC 301, BAFN 302, and BAMG 356.*
2. Students must earn at least a “C-” grade in each individual Business Administration Core course, Required Emphasis, emphasis electives and Business Electives to count towards degree requirements.
3. Marketing Emphasis Electives: Take twelve (12) semester credit hours from: BA 460; BAMK 364; BAMK 365; BAMK 366; BAMK 371; BAMK 461; BAMK 468; BAMK 469; BAMK 478; BAMK 495(repeatable); BAMG 407 or BAMK 407. **At least six (6) hours of the above courses must be 400 level.**
4. Business Electives: Must take six (6) credit hours from: BACS 200, BACS 287, BA 251 or any 300/400 level course from any emphasis not already required as part of the Business Core, Required Emphasis, or Required Emphasis Electives. (BAAC 301, BAFN 302 and BAMG 356 may not be used.)
5. BAMK 495: May be repeatable under different subtitles up to 6 credit hours for Elective Marketing Emphasis.
6. Students may transfer a maximum of 12 semester hours from the Business Core, 9 semester hours from the Emphasis Core and Emphasis Electives and 6 semester hours from Business Electives
7. Some of the upper level Marketing courses are offered in only one semester each year. Meet with your advisor each semester to make certain you are on schedule.
8. University Wide electives. Complete additional credits to achieve the 120 minimum credits needed for this degree. Depending on transfer credits, that can range from 0-3 credits.
9. Students must meet course prerequisites as stated in the current UNC catalog. Be sure to check the catalog each semester to make sure you meet the prerequisite requirements.