

Pfeiffer University Baccalaureate Transfer Degree Pathway
Major: Bachelor of Science in Business Management and Leadership

 ROWAN-CABARRUS COMMUNITY COLLEGE Associate in Applied Science Business Administration Marketing (A.A.S. - A25120MK - CIP 52.0201)			 PFEIFFER UNIVERSITY Bachelor of Science in Business Management and Leadership Marketing Concentration		
Course	Course Title	SH	Course	Course Title	SH
FIRST SEMESTER			FALL SEMESTER		
		17/ 18			15
<i>ACC 120</i>	<i>Principles of Financial Accounting</i>	4	BMAL 271	Survey of Leadership	3
BUS 110	Introduction to Business	3	BMAL 343	Sales Management	3
ENG 111	Writing and Inquiry	3	UNIV 275	Sophomore Seminar	3
MKT 123	Fundamentals of Selling	3	BMAL 212	Principles of Finance	3
MAT 143	Math Quantitative Literacy (MAT 152 or MAT 171)	3/4	BMAL 311	Business Statistics I	3
ACA 122	College Transfer Success	1			
SECOND SEMESTER			SPRING SEMESTER		
		15			15
<i>BUS 115</i>	<i>Business Law I</i>	3	BMAL 301	Ethical Issues in Leadership	3
CIS 110	Introduction to Computers	3	BMAL 371	Organizational Behavior	3
<i>MKT 120</i>	<i>Principles of Marketing</i>	3	BMAL 344	Consumer Behavior	3
<i>ECO 251 or ECO 252</i>	<i>Microeconomics or Macroeconomics</i>	3	BMAL 411	Business Statistics II	3
ENG 112/113	Writing and Research	3	UNIV 375	Junior Seminar	3
THIRD SEMESTER			FALL SEMESTER		
		19			15
<i>BUS 137</i>	<i>Principles of Management</i>	3	ENGLL	Literature Gen Education	3
<i>MKT 220</i>	<i>Advertising and Sales Promotion</i>	3	BMAL 491	Business Strategy	3
MKT 225	Marketing Research	3	ACCT 330	Financial Analysis	3
MKT 232	Social Media Marketing	4	RAPTR	Religion General Education	3
	Social/Behavioral Science Class	3	BMAL 381	Global Leadership	3
SPA 111	Elementary Spanish I	3			
FOURTH SEMESTER			SPRING SEMESTER		
		16			16
MKT 227	Marketing Application	3	BMAL 471	Organizational Change	3
<i>ACC 121</i>	<i>Principles of Man. Accounting</i>	4	COMM 345	Business Communication	3
CTS 130	Spreadsheet	3	BIOLN	Science Gen Education	4
INT 110	International Business	3	BMAL 441	Marketing Management	3
	Humanities/Fine Arts Class	3		Gen Ed (Art or History)	3
<i>Bold Italic: RCCC Courses are in Pfeiffer BMAL Major</i>					
Total Hours:			Total Required Hours:		61
RCCC A.A.S. Program		66 / 67	Total Pfeiffer Hours:		61
Pfeiffer BMAL B.S. Program		61			
Max Transferable Hours		64			
Total Undergraduate Hours		125	Total Hours Overall		125