



Aims2UNC Curriculum Map*
Business A.A. / Business Administration B.S. –
Marketing Concentration
2023-2024 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's degree. 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 60 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 60 credits. Please note that course offerings are subject to availability and Curriculum Maps are subject to change. Please see Aims2UNC advisor for appropriate sequence of Aims courses and further information.

AIMS COMMUNITY COLLEGE – 66-68 Credits

YEAR 1 – FALL: 16 credits		YEAR 1 – SPRING: 17-18 credits	
ENG 1021 English Composition I (GT-CO1) (UNC Equivalent: ENG 122 College Composition)	3 credits	ENG 1022 English Composition II (GT-CO2) (UNC Equivalent: ENG 123 College Research Paper)	3 credits
MAT 1340 College Algebra (GT-MA1) (UNC Equivalent: MATH 124 College Algebra)	4 credits	SOC 1001 Introduction to Sociology (GT-SS3) (UNC Equivalent: SOC 100 Principles of Sociology), OR PSY 2221 Social Psychology (GT-SS3) (UNC Equivalent: PSY 265 Social Psychology)	3 credits
CIS 1018 Introduction to PC Applications (UNC Equivalent: BACS 101 Business Computing)	3 credits	MAT 1400 Survey of Calculus (GT-MA1) (UNC Equivalent: MATH 176 Topics in Calculus)	4 credits
History (GT-HI1) **	3 credits	BUS 2016 Legal Environment of Business (UNC Equivalent: BAFN 231 Legal Environment of Business)	3 credits
BUS 1015 Introduction to Business (UNC Substitute: BAMG 125 Taking Care of Business)	3 credits	Natural & Physical Sciences with Lab (GT-SC1) **	4-5 credits
YEAR 2 – FALL: 17-18 credits		YEAR 2 – SPRING: 16 credits	
ACC 1021 Accounting Principles I (UNC Equivalent: BAAC 220 Principles of Accounting I)	4 credits	ACC 1022 Accounting Principles II (UNC Equivalent: BAAC 221 Principles of Accounting II)	4 credits
ECO 2001 Macroeconomics (GT-SS1) (UNC Equivalent: ECON 203 Principles of Macroeconomics)	3 credits	ECO 2002 Microeconomics (GT-SS1) (UNC Equivalent: ECON 205 Principles of Microeconomics)	3 credits
COM 1150 Public Speaking (UNC Equivalent: COMM 100 Basics of Public Speaking)	3 credits	BUS 2026 Business Statistics (UNC Equivalent: STAT 150 Introduction to Statistical Analysis)	3 credits
Natural & Physical Sciences with Lab (GT-SC1) **	4-5 credits	BUS 2017 Business Communications & Report Writing (UNC Equivalent: BA 205 Business Communications)	3 credits
Arts & Humanities (GT-AH) **	3 credits	Arts & Humanities (GT-AH) **	3 credits

UNIVERSITY OF NORTHERN COLORADO – 54 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 & Research	3 credits
BAMG 350 Management and Organizational Behavior	3 credits	Marketing Concentration Elective (See note 3)	3 credits
BAFN 240 Personal Financial Planning	3 credits	Marketing Concentration 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 Concentration Elective (See note 3)	3 credits	Marketing Concentration Elective (See note 3)	3 credits
Business Elective (See note 3)	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](#).

Contact Information –

Department: Monfort College of Business

Website: <https://mcb.unco.edu/programs/business-administration/general-business.aspx>

Phone: 970-351-1233

Program Admission Requirements –

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

Notes –

This four-year plan is a recommended schedule to complete your bachelor's degree in 4 years. Every UNC student must meet the following requirements in order to graduate with a bachelor's degree: earn a minimum of 120 semester credit hours; possess a minimum of a 2.00 cumulative grade point average; meet all degree requirements in the student's major field of study. Each major and/or concentration may have additional requirements necessary for graduation. Students must consult with their major advisor to receive information on any additional graduation requirements. View the [UNC Undergraduate Catalog](#) for current degree requirements.

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 Concentration, concentration electives and Business Electives to count towards degree requirements.
3. Marketing Concentration 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 concentration not already required as part of the Business Core, Required Concentration, or Required Concentration 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 Concentration.
6. Students may transfer a maximum of 12 semester hours from the Business Core, 9 semester hours from the Concentration Core and Concentration 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.