Current policy from page 22 of the 2009-2011 bulletin, with edits to include recently approved change from “15 hours” to “12 hours”:

Second Bachelor’s Degree
Campbell University may grant a second bachelor’s degree to an individual who holds a prior bachelor’s degree from a regionally accredited institution. A candidate for a second bachelor’s degree must complete a minimum of 32 semester hours in residence at Campbell University beyond those hours earned for a prior degree. Of these, at least 12 hours must be completed in the major courses numbered 300 or above. All major, core curriculum/general education (e.g., religion, foreign language), and specific degree requirements (e.g., CUW) must be fulfilled.

New approved policy, to become effective with the 2011-2013 bulletin (Fall 2011):

Second Bachelor’s Degree
Campbell University may grant a second bachelor’s degree to an individual who holds a prior bachelor’s degree from a regionally accredited institution. A candidate for a second bachelor’s degree must complete a minimum of 32 semester hours in residence at Campbell University beyond those hours earned for a prior degree. Of these, at least 12 hours must be completed in the major courses numbered 300 or above. All major, core curriculum/general education (e.g., religion, foreign language), and specific degree requirements (e.g., CUW) must be fulfilled.

A student may simultaneously pursue two different bachelor’s degrees from Campbell University by completing all degree requirements for the primary and secondary degrees, and by completing a minimum of 32 semester hours in residence at Campbell University beyond those hours required for the primary degree. Of the additional 32 hours required, at least 12 hours must be completed in the major courses numbered 300 or above. For both degrees (primary and secondary), all major, core curriculum/general education (e.g., religion, foreign language), and specific degree requirements (e.g., CUW) must be fulfilled. Candidates who qualify for multiple undergraduate degrees will be recognized during the commencement ceremony for only one degree; therefore, candidates must decide which degree they prefer to have recognized.