MARKETING, B.S.

Overall Requirements

- 120 credit hours, to include at least 36 credits at or above the 300 course level
- A cumulative GPA of at least 2.0
- Grades of C or better in courses used to meet major requirements

Degree Program Requirements

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</table>

University Requirements (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies)

General Education Core Requirements (GEC) (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies/general-education-program/#generaleducationcorerequirementstext)

Major Requirements

Bryan School Pre-Admission Courses (29 credit hours)

Students should plan to complete the pre-admission courses by the end of the sophomore year, or as soon as possible thereafter. See the Joseph M. Bryan School of Business and Economics for more information.

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<th>Code</th>
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<th>Credit Hours</th>
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Common Business Core (38 credit hours)

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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Major Requirements

Concentration

Select one of the concentrations as detailed following the major requirements.

<table>
<thead>
<tr>
<th>Code</th>
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<th>Credit Hours</th>
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Required

<table>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</table>

Or a grade of C or better in any one of the following courses: MAT 115 (https://catalog.uncg.edu/search/?P=MAT%20115), MAT 150 (https://catalog.uncg.edu/search/?P=MAT%20150), MAT 151 (https://catalog.uncg.edu/search/?P=MAT%20151), or MAT 190 (https://catalog.uncg.edu/search/?P=MAT%20190).

† Counts toward GEC GSB requirement.

‡ Counts toward GEC GRD requirement.

‡‡ Counts toward GEC GMT requirement.

†† Counts toward GEC GPR requirement.

††† Counts toward GEC GSB requirement.

‡‡‡ Counts toward GEC GPR requirement.

Sustainable Tourism and Hospitality majors are exempt from the MGT 491 requirement; a similar course, STH 491, is taken within the major requirements.

All students pursuing the Marketing major must receive a C or better in MKT 320.

Or other approved Global Sustainability elective.

Sustainable Tourism and Hospitality majors are exempt from the MGT 491 requirement; a similar course, STH 491, is taken within the major requirements.

All students pursuing the Marketing major must receive a C or better in MKT 320.

Or other approved Global Sustainability elective.

Counts toward GEC GRD requirement.

Counts toward GEC GMT requirement.
• Professional Selling
• Social Media
• Strategic Marketing

Electives
Electives sufficient to complete the 120 credit hours required for the degree.

**Professional Selling Concentration Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 324</td>
<td>Professional Selling</td>
<td>9</td>
</tr>
<tr>
<td>MKT 328</td>
<td>Sales Leadership</td>
<td>1</td>
</tr>
<tr>
<td>MKT 444</td>
<td>Effective Selling</td>
<td>1</td>
</tr>
</tbody>
</table>

Electives
Select one of the following:

- MKT 326 Introduction to Retailing
- MKT 330 Social Media: A Marketing Perspective
- MKT 403 Entrepreneurial Marketing
- MKT 407 Sports Marketing
- MKT 420 Key Account Selling
- MKT 421 Promotion Management
- MKT 422 Fundamentals of Marketing Research
- MKT 426 International Marketing
- MKT 427 Personal Selling Internship
- MKT 429 Advanced Marketing Management
- MKT 440 Digital Marketing Analytics
- MKT 443 Honors Work
- MKT 450 Marketing Internship

1 Entrepreneurship and Marketing double majors are permitted only 6 credits of duplicated credits. Only two of the following courses may count for both majors: MKT 328, MKT 403, MKT 427, and MKT 430.

2 Only one of the following internship courses may count as a Marketing major elective: MKT 427 or MKT 450.

**Social Media Marketing Concentration Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 330</td>
<td>Social Media: A Marketing Perspective</td>
<td>9</td>
</tr>
<tr>
<td>MKT 429</td>
<td>Advanced Marketing Management</td>
<td>1</td>
</tr>
<tr>
<td>MKT 440</td>
<td>Digital Marketing Analytics</td>
<td>1</td>
</tr>
</tbody>
</table>

Electives
Select 3 credits from the following:

- MKT 324 Professional Selling
- MKT 326 Introduction to Retailing
- MKT 328 Sales Leadership
- MKT 403 Entrepreneurial Marketing
- MKT 407 Sports Marketing
- MKT 420 Key Account Selling
- MKT 421 Promotion Management

1 Entrepreneurship and Marketing double majors are permitted only 6 credits of duplicated credits. Only two of the following courses may count for both majors: MKT 328, MKT 403, MKT 427, and MKT 430.

2 Only one of the following internship courses may count as a Marketing major elective: MKT 427 or MKT 450.

**Strategic Marketing Concentration Requirements**

<table>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MKT 422</td>
<td>Fundamentals of Marketing Research</td>
<td>9</td>
</tr>
<tr>
<td>MKT 426</td>
<td>International Marketing</td>
<td>1</td>
</tr>
<tr>
<td>MKT 427</td>
<td>Personal Selling Internship</td>
<td>1</td>
</tr>
<tr>
<td>MKT 444</td>
<td>Effective Selling</td>
<td>1</td>
</tr>
<tr>
<td>MKT 450</td>
<td>Marketing Internship</td>
<td>1</td>
</tr>
</tbody>
</table>

Electives
Select one of the following:

- MKT 324 Professional Selling
- MKT 326 Introduction to Retailing
- MKT 328 Sales Leadership
- MKT 403 Entrepreneurial Marketing
- MKT 407 Sports Marketing
- MKT 420 Key Account Selling
- MKT 421 Promotion Management
- MKT 422 Fundamentals of Marketing Research
- MKT 426 International Marketing
- MKT 427 Personal Selling Internship
- MKT 429 Advanced Marketing Management
- MKT 440 Digital Marketing Analytics
- MKT 443 Honors Work
- MKT 444 Effective Selling
- MKT 447 Digital Marketing Analytics
- MKT 450 Marketing Internship

1 Entrepreneurship and Marketing double majors are permitted only 6 credits of duplicated credits. Only two of the following courses may count for both majors: MKT 328, MKT 403, MKT 427, and MKT 430.

2 Only one of the following internship courses may count as a Marketing major elective: MKT 427 or MKT 450.

**Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality and Tourism**

Requirements
- A minimum of 12 credit hours as defined below.
- UNC Greensboro cumulative GPA of 3.30 or better or, for transfer students, cumulative GPA of 3.30 or better from all prior institutions.

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>HSS 490</td>
<td>Senior Honors Project</td>
<td>3</td>
</tr>
</tbody>
</table>

6 credits of Honors coursework in the major

3 credits of Honors coursework in the major or another area
Recognition
Receive a Certificate of Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality & Tourism; have that accomplishment, along with the title of the Senior Honors Project, noted on the official transcript; and be recognized at a banquet held at the end of the spring semester.

Honors Advisor
Contact Lori Mackowski at lamackow@uncg.edu for further information and guidance about Honors in Marketing, Entrepreneurship, and Hospitality & Tourism. To apply: http://honorscollege.uncg.edu/forms/disc-application.pdf