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

Code  Title  Credit Hours

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.

Code  Title  Credit Hours

BUS 115 & BUS 215 Blueprint for Personal Development and Blueprint for Professional Development or BUS 216 Blueprint for Personal and Professional Development

ACC 201 Financial Accounting
ACC 202 Managerial Accounting
ECO 201 Principles of Microeconomics †
ECO 202 Principles of Macroeconomics †
ECO 250 Economic and Business Statistics I
ISM 110 Business Computing I
ISM 280 Information Systems in Organizations

Select one of the following:

ENG 101 College Writing I ††
FMS 115 Freshman Seminar in Reasoning and Discourse I ††
RCO 101 College Writing I ††

Completion of one of the following: *

MAT 120 Calculus with Business Applications † † †
MAT 191 Calculus I † † †

* 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 GPR requirement.
† † † Counts toward GEC GMT requirement.

Common Business Core (38 credit hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>BUS 315</td>
<td>Global and Cultural Development</td>
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<tr>
<td>BUS 415</td>
<td>Leadership Development</td>
<td></td>
</tr>
<tr>
<td>CST 105</td>
<td>Introduction to Communication Studies †</td>
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<tr>
<td>MAT 120</td>
<td>Calculus with Business Applications</td>
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<tr>
<td>or MAT 191</td>
<td>Calculus I</td>
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<tr>
<td>ECO 300</td>
<td>The International Economy</td>
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<tr>
<td>FIN 315</td>
<td>Business Finance I</td>
<td></td>
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<tr>
<td>MGT 301</td>
<td>Introduction to International Business</td>
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<tr>
<td>MGT 312</td>
<td>Organizational Behavior</td>
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<tr>
<td>MGT 330</td>
<td>The Legal Environment of Business</td>
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<tr>
<td>MGT 491</td>
<td>Business Policy and Strategy</td>
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<tr>
<td>MKT 309</td>
<td>Business Communications</td>
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<tr>
<td>MKT 320</td>
<td>Principles of Marketing †</td>
<td></td>
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<tr>
<td>PHI 361</td>
<td>Ethical Issues in Business † †</td>
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<tr>
<td>SCM 302</td>
<td>Operations Management</td>
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Global Sustainability Elective

One chosen from the list below. **

- ECO 100 Economics of a Global Sustainable Society
- BUS 130 Entrepreneurship in a Sustainable Global Environment
- GES 162 Introduction to Sustainability
- LLC 120 Global Crossings: Topics in Images, Media, and Texts
- LLC 130 Global Green: Cultures of Production and/or Consumption
- STH 200 Introduction to Sustainable Development

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

** Or other approved Global Sustainability elective.
† Counts toward GEC GSB requirement.
† † Counts toward GEC GPR requirement.
† † † Counts toward GEC GMT requirement.

Marketing Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MKT 320</td>
<td>Principles of Marketing †</td>
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</tr>
<tr>
<td>MKT 422</td>
<td>Fundamentals of Marketing Research</td>
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<tr>
<td>MKT 426</td>
<td>International Marketing</td>
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</tr>
<tr>
<td>MKT 429</td>
<td>Advanced Marketing Management</td>
<td></td>
</tr>
</tbody>
</table>

Required 12

Major Electives 6

Select two of the following:

- MKT 324 Professional Selling
- MKT 325
- MKT 326 Introduction to Retailing
- MKT 328 Sales Leadership **
- MKT 330 Social Media: A Marketing Perspective
- MKT 403 Entrepreneurial Marketing **
- MKT 407 Sports Marketing
- MKT 420 Key Account Selling
Marketing, B.S.

MKT 421  Promotion Management
MKT 427  Personal Selling Internship **, 1
MKT 424  Buyer Behavior
MKT 444  Effective Selling
MKT 450  Marketing Internship 1
MKT 493  Honors Work

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

** 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 530.

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

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