MARKETING, B.S.

The Marketing, B.S. major and all concentrations are available in traditional as well as online formats.

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.
• Grade of C or better in: MKT 320
• Marketing and Entrepreneurship double majors are permitted only 6 credits of duplicated credits. Only two of the following courses may count for both majors: MKT/ENT 328, MKT/ENT 403, MKT/ENT 427, ENT/MKT/LIS/GES 430, or MKT/ENT 324.
• At least 50 percent of the business semester hours required for the degree must be earned at UNC Greensboro.
• The Marketing, B.S. major and all concentrations are available in traditional as well as online formats.

Degree Program Requirements

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

General Education Requirements - Minerva’s Academic Curriculum (MAC) (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/)

Major Requirements

Bryan School Pre-Admission Courses

Students should plan to complete the pre-admission courses by the end of the sophomore year, or as soon as possible thereafter.

Courses used to meet Bryan School Pre-Admission and Bryan School Common Business Core requirements cannot be used to fulfill major or concentration requirements in the following majors: ACCT, BADM, ECOS, ENTR, FINC, INTB, ISSC, HTMT, or MKTG.

See the Joseph M. Bryan School of Business and Economics for more information.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Required</td>
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<td>29-30</td>
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</table>

Bryan School Common Business Core

<table>
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<tr>
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<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Required</td>
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<td>38</td>
</tr>
</tbody>
</table>

Select one of the following:

- ENG 101 Exploring Writing in College Contexts
- FMS 115 Freshman Seminar in Reasoning and Discourse: Written Communication
- RCO 101 College Writing I

Completion of one of the following:

- MAT 115 College Algebra
- MAT 118 Algebra with Business Applications
- MAT 120 Calculus with Business Applications
- MAT 150 Precalculus I
- MAT 151 Precalculus II
- MAT 190 Precalculus
- MAT 183 Mathematics for the Life Sciences
- MAT 184 Calculus for the Life Sciences
- MAT 191 Calculus I
- MAT 292 Calculus II
- MAT 293 Calculus III
- MAT 196 Calculus A
- MAT 296 Calculus B

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<tbody>
<tr>
<td>Required</td>
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<td>38</td>
</tr>
</tbody>
</table>

Select one of the following:

- BUS 315 Global and Cultural Development
- BUS 415 Leadership Development
- CST 105 Introduction to Communication Studies
- ECO 300 The International Economy
- FIN 315 Business Finance I
- MGT 301 Introduction to International Business
- MGT 312 Organizational Behavior
- MGT 330 The Legal Environment of Business
- MGT 491 Business Policy and Strategy*
- MKT 309 Business Communication & Innovation
- MKT 320 Principles of Marketing
- PHI 261 Ethical Issues in Business
- or PHI 262 Ethical Issues in Entrepreneurship
- SCM 302 Operations Management

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
- LLC 120 Global Crossings: Topics in Images, Media, and Texts
- LLC 130 Global Green: Cultures of Production and/or Consumption
- HTM 200 Introduction to Sustainable Development

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

** Or other approved Global Sustainability elective.
Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
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<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>Required</td>
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<tr>
<td>MKT 424</td>
<td>Consumer Behavior</td>
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</tbody>
</table>

Concentration

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

- Professional Selling
- Social Media Marketing
- 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>
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</thead>
<tbody>
<tr>
<td>Required</td>
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<td></td>
</tr>
<tr>
<td>MKT 324</td>
<td>Professional Selling</td>
<td>9</td>
</tr>
<tr>
<td>MKT 328</td>
<td>Sales Leadership</td>
<td></td>
</tr>
<tr>
<td>MKT 444</td>
<td>Effective Selling</td>
<td></td>
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</tbody>
</table>

Electives 3

Select one from the following:

- MKT 326 Introduction to Retailing
- MKT 403 Entrepreneurial Marketing
- MKT 407 Sports Marketing
- MKT 421 Promotion Management in Esports
- MKT 422 Fundamentals of Marketing Research
- MKT 426 International Marketing
- MKT 427 Personal Selling Internship

- MKT 444 Effective Selling
- MKT 450 Marketing Internship
- MKT 493 Honors Work
- MKT 499 Independent Study in Marketing

* 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 324, MKT 328, MKT 403, and MKT 427.

** 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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<tbody>
<tr>
<td>Required</td>
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<td></td>
</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>
<td>MKT 429</td>
<td>Advanced Marketing Management</td>
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</tbody>
</table>

Electives 3

Select one from the following:

- MKT 324 Professional Selling
- MKT 326 Introduction to Retailing
- MKT 328 Sales Leadership
- MKT 330 Social Media Marketing
- MKT 403 Entrepreneurial Marketing
- MKT 407 Sports Marketing
- MKT 421 Promotion Management in Esports
- MKT 427 Personal Selling Internship

- MKT 444 Effective Selling
- MKT 440 Digital Marketing Analytics
- MKT 450 Marketing Internship
- MKT 493 Honors Work
- MKT 499 Independent Study in Marketing

* 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 324, MKT 328, MKT 403, and MKT 427.

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

Social Media Marketing Concentration Requirements

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<tr>
<th>Code</th>
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<th>Credit Hours</th>
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<tbody>
<tr>
<td>Required</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT 330</td>
<td>Social Media Marketing</td>
<td>9</td>
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</tbody>
</table>
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.

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>HSS 490</td>
<td>Senior Honors Project</td>
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<tr>
<td>6 credits of Honors coursework in the major</td>
<td>6</td>
<td></td>
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<tr>
<td>3 credits of Honors coursework in the major or another area</td>
<td>3</td>
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</table>

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