

# 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

Code	Title	Credit Hours
University Requirements ( <a href="https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/undergraduate-degrees-and-degree-requirements/">https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/undergraduate-degrees-and-degree-requirements/</a> )		
General Education Requirements - Minerva's Academic Curriculum (MAC) ( <a href="https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/">https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/</a> )		

## 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.

Code	Title	Credit Hours
<b>Required</b>		<b>29-30</b>
BUS 115 & BUS 215 or BUS 216	Blueprint for Personal Development and Blueprint for 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	Foundations for Analytics using Spreadsheets	
ISM 280	Information Systems for Decision Making	

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

## Bryan School Common Business Core

Code	Title	Credit Hours
<b>Required</b>		<b>38</b>
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 or PHI 262	Ethical Issues in Business or 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

Code	Title	Credit Hours
<b>Required</b>		<b>3</b>
MKT 424	Consumer Behavior	

## 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

Code	Title	Credit Hours
<b>Required</b>		<b>9</b>
MKT 324	Professional Selling *	
MKT 328	Sales Leadership *	
MKT 444	Effective Selling	
<b>Electives</b>		<b>3</b>
<i>Select one from the following:</i>		
MKT 326	Introduction to Retailing	
MKT 330	Social Media Marketing	
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 429	Advanced Marketing Management	
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

Code	Title	Credit Hours
<b>Required</b>		<b>9</b>
MKT 330	Social Media Marketing	

MKT 429	Advanced Marketing Management	
MKT 440	Digital Marketing Analytics	
<b>Electives</b>		<b>3</b>
<i>Select one from the following:</i>		
MKT 324	Professional Selling *	
MKT 326	Introduction to Retailing	
MKT 328	Sales Leadership *	
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

Code	Title	Credit Hours
<b>Required</b>		<b>9</b>
MKT 422	Fundamentals of Marketing Research	
MKT 426	International Marketing	
MKT 429	Advanced Marketing Management	
<b>Electives</b>		<b>3</b>
<i>Select one from the following:</i>		
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.*

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## 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.

Code	Title	Credit Hours
<b>Required</b>		<b>3</b>
HSS 490	Senior Honors Project	
<b>6 credits of Honors coursework in the major</b>		<b>6</b>
<b>3 credits of Honors coursework in the major or another area</b>		<b>3</b>

### 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](mailto: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>