

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
- 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/ENT324.
- At least 50 percent of the business semester hours required for the degree must be earned at UNC Greensboro

Degree Program Requirements

Code	Title	Credit Hours
	University Requirements (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies/)	
	General Education Requirements (MAC) (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 or BUS 216	Blueprint for Personal Development and Blueprint for Professional Development or 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	Foundations for Analytics using Spreadsheets	
ISM 280	Information Systems for Decision Making	
<i>Select one of the following:</i>		
ENG 101	Exploring Writing in College Contexts	
FMS 115	Freshman Seminar in Reasoning and Discourse: Written Communication	
RCO 101	College Writing I	
<i>Completion of one of the following: *</i>		
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, MAT 118, MAT 150, MAT 151, or MAT 190.

Bryan School Common Business Core

Code	Title	Credit Hours
Required		41
BUS 315	Global and Cultural Development	
BUS 415	Leadership Development	
CST 105	Introduction to Communication Studies	
MAT 120 or MAT 191	Calculus with Business Applications Calculus I	
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 361 or PHI 362	Ethical Issues in Business Ethical Issues in Entrepreneurship	
SCM 302	Operations Management	
Global Sustainability Elective		
<i>One Chosen from the list below: **</i>		
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	

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

** Or other approved Global Sustainability elective.

Major Requirements

Code	Title	Credit Hours
Required		3
MKT 424	Consumer Behavior	

Concentration

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

- Professional Selling
- Social Media
- Strategic Marketing

Electives

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

Professional Selling Concentration Requirements

Code	Title	Credit Hours
Required		9
MKT 324	Professional Selling ¹	
MKT 328	Sales Leadership ¹	
MKT 444	Effective Selling	
Electives		3
Select one of the following:		
MKT 326	Introduction to Retailing	
MKT 330	Social Media: A Marketing Perspective	
MKT 403	Entrepreneurial Marketing ¹	
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 ^{1,2}	
MKT 429	Advanced Marketing Management	
MKT 440	Digital Marketing Analytics	
MKT 450	Marketing Internship ²	
MKT 493	Honors Work	

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 324, 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

Code	Title	Credit Hours
Required		9
MKT 330	Social Media: A Marketing Perspective	
MKT 429	Advanced Marketing Management	
MKT 440	Digital Marketing Analytics	
Electives		3
Select 3 credits from the following:		
MKT 324	Professional Selling ¹	
MKT 326	Introduction to Retailing	
MKT 328	Sales Leadership ¹	
MKT 403	Entrepreneurial Marketing ¹	
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 ^{1,2}
MKT 444	Effective Selling
MKT 450	Marketing Internship ²
MKT 493	Honors Work

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 324, 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

Code	Title	Credit Hours
Required		9
MKT 422	Fundamentals of Marketing Research	
MKT 426	International Marketing	
MKT 429	Advanced Marketing Management	
Electives		3
Select one from the following:		
MKT 324	Professional Selling ¹	
MKT 326	Introduction to Retailing	
MKT 328	Sales Leadership ¹	
MKT 330	Social Media: A Marketing Perspective	
MKT 403	Entrepreneurial Marketing ¹	
MKT 407	Sports Marketing	
MKT 420	Key Account Selling	
MKT 421	Promotion Management	
MKT 427	Personal Selling Internship ^{1,2}	
MKT 444	Effective Selling	
MKT 440	Digital Marketing Analytics	
MKT 450	Marketing Internship ²	
MKT 493	Honors Work	

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 324, 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.

Code	Title	Credit Hours
Required		3
HSS 490	Senior Honors Project	

6 credits of Honors coursework in the major	6
3 credits of Honors coursework in the major or another area	3

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>