

MARKETING CURRICULUM GUIDE

2017-2018

Bryan Undergraduate Student Services • 301 Bryan Building • 336-334-5928

highlighted courses cannot be taken abroad

<u>FRESHMAN YEAR</u>					
Fall Semester			Spring Semester		
course	credits	grade	course	credits	grade
BUS 105 ¹	2	_____	ECO 201	3	_____
CST 105	3	_____	ISM 280	3	_____
ISM 110	3	_____	MAT 115 ²	3	_____
SUST course*	3	_____	GEC – GLT	3	_____
ENG 101	3	_____	GEC – GHP	3	_____
GEC – GFA	3	_____			
	17			15	
TOTAL CREDITS: 32					

<u>SOPHOMORE YEAR</u>					
Fall Semester			Spring Semester		
course	credits	grade	course	credits	grade
ACC 201	3	_____	ACC 202	3	_____
ECO 202	3	_____	ECO 250	3	_____
MGT 312	3	_____	MKT 320 ²	3	_____
MAT 120	3	_____	Free Elective	3	_____
GEC-GNS+LAB	4	_____	Free Elective	3	_____
	16			15	
TOTAL CREDITS: 31					

<u>JUNIOR YEAR</u>					
Fall Semester [STUDY ABROAD]			Spring Semester		
course	credits	grade	course	credits	grade
MGT 301	3	_____	FIN 315	3	_____
ECO 300	3	_____	MKT 422 ²	3	_____
MKT elective ²	3	_____	MGT 330	3	_____
Free Elective	3	_____	PHI 361	3	_____
Free Elective	3	_____	GEC + WI ³	3	_____
	15			15	
TOTAL CREDITS: 30					

<u>SENIOR YEAR</u>					
Fall Semester			Spring Semester		
course	credits	grade	course	credits	grade
MKT 309	3	_____	MGT 491	3	_____
MKT 426 ²	3	_____	MKT 429 ²	3	_____
SCM 302	3	_____	MKT Elective ²	3	_____
GEC-GNS	3	_____	GL/GN	3	_____
Free Elective	3	_____	Free Elective	3	_____
	15			15	
TOTAL CREDITS: 30					

*SUST course – choose 1 from: ECO 100, BUS/ENT 130, ENV 110, STH 200, LLC 120+120R, or LLC 130+130R

NOTES

1 – Transfer students with more than 20 credits in semester hours are exempt from taking BUS 105-Business Skills Development

2 – Grade of C or better (not C-) is required for all courses with this notation

3 – General Education Core (GEC) plus Writing Intensive (WI) must come from 1 of the following categories: GFA-Fine Arts, GLT-Literature, or GPR-Philosophy, Religion & Ethical Perspectives

**DEPARTMENT OF MARKETING, ENTREPRENEURSHIP
and SUSTAINABLE HOSPITALITY & TOURISM
FEATURED EXCHANGE PROGRAMS**

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AUSTRALIA

Royal Melbourne Institute of Technology (RMIT)

RMIT is spread over three campuses all located in Melbourne. Exchange students are able to take classes in a variety of fields.

<http://www.rmit.edu.au/>

ENGLAND, UNITED KINGDOM

Keele University

Students will take a full course load while studying at Keele, which is the equivalent to four courses per semester. Areas of study include business administration and marketing.

<http://www.keele.ac.uk/>

ESTONIA

University of Tartu

Students can choose from a wide range of study opportunities in English or foreign languages. The University of Tartu is good for students majoring in business administration and economics.

<http://www.ut.ee/en>

FINLAND

University of Oulu (AACSB-accredited)

UO offers a variety of business courses taught in English. In addition to elective credits students can also consider completing Common Business Core classes.

www.oulu.fi/oulubusinessschool/

GERMANY

Heilbronn University

Heilbronn University offers several English speaking business courses for business exchange students.

https://www.hs-heilbronn.de/33474/home1_en

IRELAND

University College Dublin (AACSB-accredited)

UCD exchange students have access to cutting edge academic facilities including interactive classrooms and study space. Students take courses with domestic Irish and other international students.

<http://www.myucd.ie/courses/business/>

S. KOREA

Yonsei University

Students can choose from a wide variety of course subjects at Yonsei, an active and urban university. There are offerings that parallel Bryan School courses including Hospitality and Consumer Apparel options.

<https://oia.yonsei.ac.kr/instd/exCourse.asp>

NETHERLANDS

HAN University of Applied Sciences – Arnhem

ABS is the internationally renowned business faculty within HAN University of Applied Sciences. The Business School offers several English taught bachelor's degree courses in business, logistics and management.

<http://www.han.nl/international/english/>

SCOTLAND, UNITED KINGDOM

University of Strathclyde (AACSB-accredited)

The University of Strathclyde is one of the top international universities for business and emphasizes practical learning and entrepreneurship.

<http://www.strath.ac.uk/>

TAIWAN

Yuan Ze University

Areas of study include business administration, international business and marketing. About fifty percent of courses are conducted in English.

http://www.yzu.edu.tw/index_en.html

While the programs listed above are featured for the Marketing, Entrepreneurship, and Sustainable Hospitality and Tourism Department, students are by no means limited to these opportunities.

**For information on all available programs, please visit
<http://studyabroad.uncg.edu> and use the program search.**

It is the student's responsibility to plan for and meet all program requirements. Refer to the current Undergraduate Bulletin for a comprehensive list of degree requirements.

Transfer equivalencies are not guaranteed – students must follow Bryan School policies and procedures for gaining approval for all transfer coursework.

Grade of C or better (not C-) or its equivalent at the host institution is required for *all* courses taken as part of an approved study abroad program.