

# MARKETING CURRICULUM GUIDE

2018-2019

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

highlighted courses cannot be taken abroad

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

<b><u>SOPHOMORE YEAR</u></b>					
Fall Semester			Spring Semester		
<u>course</u>	<u>credits</u>	<u>grade</u>	<u>course</u>	<u>credits</u>	<u>grade</u>
ACC 201	3	_____	ACC 202	3	_____
ECO 202	3	_____	ECO 250	3	_____
MGT 312	3	_____	GEC – GHP	3	_____
MAT 120	3	_____	Free Elective	3	_____
GEC-GNS+LAB	4	_____	Free Elective	3	_____
	<b>16</b>			<b>15</b>	
<b>TOTAL CREDITS: 31</b>					
<i>admission to major is required for upper-level courses see reverse for requirements and details</i>					

<b><u>JUNIOR YEAR</u></b>					
Fall Semester			Spring Semester		
<u>course</u>	<u>credits</u>	<u>grade</u>	<u>course</u>	<u>credits</u>	<u>grade</u>
MKT 320 <sup>2</sup>	3	_____	MKT 309	3	_____
MGT 301	3	_____	MKT 422 <sup>2</sup>	3	_____
PHI 361	3	_____	MKT 426 <sup>2</sup>	3	_____
GEC + WI <sup>3</sup>	3	_____	FIN 315	3	_____
Free Elective	3	_____	Free Elective	3	_____
	<b>15</b>			<b>15</b>	
<b>TOTAL CREDITS: 30</b>					

<b><u>SENIOR YEAR</u></b>					
Fall Semester [STUDY ABROAD]			Spring Semester		
<u>course</u>	<u>credits</u>	<u>grade</u>	<u>course</u>	<u>credits</u>	<u>grade</u>
MKT elective <sup>2</sup>	3	_____	MKT 429 <sup>2</sup>	3	_____
ECO 300	3	_____	MKT Elective <sup>2</sup>	3	_____
SCM 302	3	_____	MGT 491	3	_____
GL/GN	3	_____	MGT 330	3	_____
Free Elective	3	_____	Free Elective	3	_____
	<b>15</b>			<b>15</b>	
<b>TOTAL CREDITS: 30</b>					

\*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-Blueprint for Professional Success

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

# REQUIREMENTS FOR ADMISSION TO MARKETING MAJOR

2018-2019

Students interested in Marketing are admitted as a pre-major in the Bryan School. Students should plan to complete the pre-admission courses by the end of the sophomore year, or as soon as possible thereafter.

Criteria for admission to major:

- ACC 201**
- ACC 202**
- ISM 110**
- Grade or C or better in any one of the following courses: MAT 115, MAT 150, MAT 151 or MAT 190**
- OR**
- Completion of MAT 120 or MAT 191**
- ECO 201**
- ENG 101 or FSM 115 or RCO 101**
- ISM 280**
- ECO 202**
- ECO 250**

Application for Admission to Major:

Students who have met the admissions criteria will be notified of admission into their intended major by the Bryan Undergraduate Student Services by October 15<sup>th</sup> if completing required coursework during a fall semester, March 15<sup>th</sup> if completing required coursework during a spring semester, or July 15<sup>th</sup> if completing required coursework during a summer session. Admission to major may be denied in cases where additional enrollment would threaten the academic quality of classes or programs.

Enrollment in Bryan School courses requires a minimum cumulative GPA of 2.0 on UNCG coursework, regardless of the student's major or minor. This includes all courses offered under the following prefixes: ACC, BUS, ECO, ENT, FIN, ISM, MKT, MGT, SCM, and STH. Certain courses may have additional enrollment restrictions that are listed on the University Catalog.

Students who have been admitted to a Bryan School with a Marketing major must be in good academic standing at UNCG, must maintain at least 2.0 cumulative GPA as required, and must earn minimum grades for each required Marketing major course.

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

### AUSTRALIA

Royal Melbourne Institute of Technology (RMIT)

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

### ENGLAND, UNITED KINGDOM

Keele University

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

### FINLAND

University of Oulu (AACSB-accredited)

[www oulu.fi/oulubusinessschool/](http://www oulu.fi/oulubusinessschool/)

### NETHERLANDS

HAN University of Applied Sciences – Arnhem

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

### S. KOREA

Yonsei University

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

### CHINA

Chinese University of Hong Kong (AACSB-accredited)

<http://www.bschool.cuhk.edu.hk/>

### ESTONIA

University of Tartu

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

### GERMANY

Heilbronn University

[https://www.hs-heilbronn.de/33474/home1\\_en](https://www.hs-heilbronn.de/33474/home1_en)

### SCOTLAND, UNITED KINGDOM

University of Strathclyde (AACSB-accredited)

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

### TAIWAN

Yuan Ze University

[http://www.yzu.edu.tw/index\\_en.html](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.