

MARKETING -STRATEGIC MARKETING SAMPLE SCHEDULE

2023-2024

Bryan Undergraduate Student Services • 137 Bryan Building • 336-334-5928

highlighted courses cannot be taken abroad

<u>FRESHMAN YEAR</u>					
Fall Semester			Spring Semester		
<u>course</u>	<u>credits</u>	<u>grade</u>	<u>course</u>	<u>credits</u>	<u>grade</u>
BUS 115 ¹	1	_____	ECO 201	3	_____
ISM 110	3	_____	ISM 280	3	_____
SUST course*	3	_____	Diversity & Equity	3	_____
MAT 118	3	_____	ENG 101	3	_____
Health & Wellness	3	_____	CST 105	3	_____
MAC Foundations	3	_____			
	16			15	
TOTAL CREDITS: 31					

<u>SOPHOMORE YEAR</u>					
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	_____	BUS 215 ¹	1	_____
ECO 202	3	_____	ACC 202	3	_____
Global Eng & Intercultural Learning	3	_____	ECO 250	3	_____
CTI Nat Science	4	_____	Nat Sci Data Analysis	4	_____
PHI 261	3	_____	Free Elective	3	_____
	16			14	
TOTAL CREDITS: 30					
<i>admission to major is required for upper-level courses see reverse for requirements and details</i>					

<u>JUNIOR YEAR</u>					
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 320 ²	3	_____	BUS 315	1	_____
MKT Elective ^{2&3}	3	_____	MGT 301	3	_____
ECO 300	3	_____	MKT 309	3	_____
Free Elective	3	_____	MKT 422 ²	3	_____
Free Elective	3	_____	MKT 426 ²	3	_____
			Free Elective	3	_____
	15			16	
TOTAL CREDITS: 31					

<u>SENIOR YEAR</u>					
Fall Semester			Spring Semester		
<u>course</u>	<u>credits</u>	<u>grade</u>	<u>course</u>	<u>credits</u>	<u>grade</u>
BUS 415	1	_____	MKT 429 ²	3	_____
MKT 424 ²	3	_____	MGT 491	3	_____
FIN 315	3	_____	MGT 330	3	_____
MGT 312	3	_____	Free Elective	3	_____
SCM 302	3	_____	Free Elective	3	_____
	13			15	
TOTAL CREDITS: 28					

NOTES

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

1- Transfer students with more than 20 credits will take BUS 216 instead of BUS 115 and BUS 215

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

3-Major Elective(s) must be chosen from approved list in the University Catalog

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

REQUIREMENTS FOR ADMISSION TO MARKETING-STRATEGIC

2023-2024

Students interested in the Strategic Marketing Concentration 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**
- ECO 201**
- ENG 101 or FMS 115 or RCO 101**
- ISM 280**
- ECO 202**
- ECO 250**
- Completion of any one of the following courses: MAT 115, MAT 118, MAT 120, MAT 150, MAT 151, MAT 190, MAT 191, MAT 196, MAT 292, MAT 293, or MAT 296**
- Blueprint for Professional Development** – **BUS 115** and **BUS 215** for new first-year students.
BUS 216 for new transfer students.

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 15th if completing required coursework during a fall semester, March 15th if completing required coursework during a spring semester, or July 15th 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 HTM. 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 Strategic Marketing Concentration must be in good academic standing at UNCG, must maintain at least 2.0 cumulative GPA as required, and must earn minimum grades of C or higher for each required Marketing major course.

Interested in Studying Abroad?

<http://studyabroad.uncg.edu> and use the program search

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.

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

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