

MARKETING-DIGITAL MARKETING SAMPLE SCHEDULE

2026-2027

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

highlighted courses cannot be taken abroad

FRESHMAN YEAR

Fall Semester			Spring Semester		
course	credits	grade	course	credits	grade
BUS 115¹	1	_____	ECO 201	3	_____
ISM 110	3	_____	ISM 280	3	_____
SUST course⁵	3	_____	ENG101/102/FMS115	3	_____
MAT 118	3	_____	CST 105	3	_____
Health & Wellness	3	_____	PHI261/262/263	3	_____
MAC Foundations ⁴	3	_____			_____
	16			15	
TOTAL CREDITS: 31					

SOPHOMORE YEAR

Fall Semester			Spring Semester		
course	credits	grade	course	credits	grade
ACC 201	3	_____	BUS 215¹	1	_____
ECO 202	3	_____	ACC 202	3	_____
Civics & Community	3	_____	ECO 250	3	_____
CTI Nat Science	3	_____	Nat Sci Data Analysis	3	_____
Free Elective	3	_____	Free Elective	4	_____
	15			14	
TOTAL CREDITS: 29					
<i>admission to major is required for upper-level courses see reverse for requirements and details.</i>					

JUNIOR YEAR

Fall Semester [STUDY ABROAD]			Spring Semester		
course	credits	grade	course	credits	grade
MKT 320 ²	3	_____	BUS 315	1	_____
SCM 302	3	_____	MGT 301	3	_____
MGT 312	3	_____	MKT 309	3	_____
Free Elective	3	_____	MKT 330 ²	3	_____
Free Elective	3	_____	MKT Elective ^{2&3}	3	_____
		_____	Free Elective	3	_____
	15			16	
TOTAL CREDITS: 31					

SENIOR YEAR

Fall Semester			Spring Semester		
course	credits	grade	course	credits	grade
BUS 415	1	_____	MKT 429²	3	_____
MKT 424 ²	3	_____	ECO 300	3	_____
MKT 440²	3	_____	MGT 491	3	_____
MGT 330	3	_____	Free Elective	3	_____
FIN 315	3	_____	Free Elective	3	_____
Free Elective	1	_____			_____
	14			15	
TOTAL CREDITS: 29					

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

REQUIREMENTS FOR ADMISSION TO MARKETING -DIGITAL MARKETING

2026-2027

NOTES Continued

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

4- MAC FOUNDATIONS must be completed within your first 30 semester hours at UNCG

5- SUST course – choose 1 from: ECO 100, ENT 130, HTM 200, LLC 120, or LLC 130

Students interested in Marketing- Digital 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 | ☐ ECO 201 | ☐ ECO 202 |
| ☐ ACC 202 | ☐ ENG 101 or ENG 102 or FMS 115 | ☐ ECO 250 |
| ☐ ISM 110 | ☐ ISM 280 | |
| ☐ 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 Digital 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.