

# MARKETING -STRATEGIC 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 |
| <b>BUS 115<sup>1</sup></b>     | 1         | _____ | ECO 201            | 3         | _____ |
| ISM 110                        | 3         | _____ | ISM 280            | 3         | _____ |
| <b>SUST course<sup>5</sup></b> | 3         | _____ | Civics & Community | 3         | _____ |
| MAT 118                        | 3         | _____ | ENG101/102/FMS115  | 3         | _____ |
| Health & Wellness              | 3         | _____ | CST 105            | 3         | _____ |
| MAC Foundations <sup>4</sup>   | 3         | _____ |                    |           | _____ |
|                                | <b>16</b> |       |                    | <b>15</b> |       |
| <b>TOTAL CREDITS: 31</b>       |           |       |                    |           |       |

## SOPHOMORE YEAR

| Fall Semester                                                                                          |           |       | Spring Semester            |           |       |
|--------------------------------------------------------------------------------------------------------|-----------|-------|----------------------------|-----------|-------|
| course                                                                                                 | credits   | grade | course                     | credits   | grade |
| ACC 201                                                                                                | 3         | _____ | <b>BUS 215<sup>1</sup></b> | 1         | _____ |
| ECO 202                                                                                                | 3         | _____ | ACC 202                    | 3         | _____ |
| PHI261/262/263                                                                                         | 3         | _____ | ECO 250                    | 3         | _____ |
| CTI Nat Science                                                                                        | 3         | _____ | Nat Sci Data Analysis      | 4         | _____ |
| Free Elective                                                                                          | 3         | _____ | Free Elective              | 3         | _____ |
|                                                                                                        | <b>15</b> |       |                            | <b>14</b> |       |
| <b>TOTAL CREDITS: 30</b>                                                                               |           |       |                            |           |       |
| <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 <sup>2</sup>            | 3         | _____ | <b>BUS 315</b>       | 1         | _____ |
| MKT Elective <sup>2&amp;3</sup> | 3         | _____ | MGT 301              | 3         | _____ |
| ECO 300                         | 3         | _____ | MKT 309              | 3         | _____ |
| Free Elective                   | 3         | _____ | MKT 422 <sup>2</sup> | 3         | _____ |
| Free Elective                   | 3         | _____ | MKT 426 <sup>2</sup> | 3         | _____ |
|                                 | <b>15</b> |       | Free Elective        | 3         | _____ |
|                                 |           |       |                      | <b>16</b> |       |
| <b>TOTAL CREDITS: 31</b>        |           |       |                      |           |       |

## SENIOR YEAR

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

### 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-STRATEGIC

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 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:

- |                                                                                                                                                                                      |                                                               |                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> <b>ACC 201</b>                                                                                                                                              | <input type="checkbox"/> <b>ECO 201</b>                       | <input type="checkbox"/> <b>ECO 202</b> |
| <input type="checkbox"/> <b>ACC 202</b>                                                                                                                                              | <input type="checkbox"/> <b>ENG 101 or ENG 102 or FMS 115</b> | <input type="checkbox"/> <b>ECO 250</b> |
| <input type="checkbox"/> <b>ISM 110</b>                                                                                                                                              | <input type="checkbox"/> <b>ISM 280</b>                       |                                         |
| <input type="checkbox"/> <b>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</b> |                                                               |                                         |
| <input type="checkbox"/> <b>Blueprint for Professional Development – BUS 115 and BUS 215 for new first-year students. BUS 216 for new transfer students.</b>                         |                                                               |                                         |

### 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 require 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.