

# MARKETING, B.S.

The Marketing, B.S. major and all concentrations are available in **traditional as well as online formats**.

## Overall Requirements

- 120 credit hours, to include at least 36 credits at or above the 300 course level.
- A cumulative GPA of at least 2.0.
- Grades of C or better in courses used to meet major requirements.
- Grade of C or better in: MKT 320
- At least 50 percent of the business semester hours required for the degree must be earned at UNC Greensboro.
- The Marketing, B.S. major and all concentrations are available in traditional as well as online formats.

## Degree Program Requirements

Code	Title	Credit Hours
	University Requirements ( <a href="https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/undergraduate-degrees-and-degree-requirements/">https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/undergraduate-degrees-and-degree-requirements/</a> )	
	General Education Requirements - Minerva's Academic Curriculum (MAC) ( <a href="https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/">https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/</a> )	

## Major Requirements

### Bryan School Pre-Admission Courses

Students should plan to complete the pre-admission courses by the end of the sophomore year, or as soon as possible thereafter.

Courses used to meet Bryan School Pre-Admission **and** Bryan School Common Business Core requirements cannot be used to fulfill major or concentration requirements in the following majors: ACCT, BADM, ECOS, ENTR, FINC, INTB, ISSC, HTMT, or MKTG.

See the Joseph M. Bryan School of Business and Economics for more information.

Code	Title	Credit Hours
<b>Required</b>		<b>29-30</b>
BUS 115 & BUS 215 or BUS 216	Blueprint for Personal Development and Blueprint for Professional Development or Blueprint for Personal and Professional Development	
ACC 201	Financial Accounting	
ACC 202	Managerial Accounting	
ECO 201	Principles of Microeconomics	
ECO 202	Principles of Macroeconomics	
ECO 250	Economic and Business Statistics I	
ISM 110	Foundations for Analytics using Spreadsheets	
ISM 280	Information Systems for Decision Making	
	<i>Select one of the following:</i>	
ENG 101	Exploring Writing in College Contexts	
ENG 102	Academic Research and Writing	

FMS 115 Freshman Seminar in Reasoning and Discourse: Written Communication

*Completion of one of the following:*

MAT 115	Algebra for Precalculus
MAT 118	Algebra with Business Applications
MAT 120	Calculus with Business Applications
MAT 150	Precalculus I
MAT 151	Precalculus II
MAT 190	Precalculus
MAT 183	Mathematics for the Life Sciences
MAT 184	Calculus for the Life Sciences
MAT 191	Calculus I
MAT 292	Calculus II
MAT 293	Calculus III
MAT 196	Calculus A
MAT 296	Calculus B

## Bryan School Common Business Core

Code	Title	Credit Hours
<b>Required</b>		<b>38</b>
BUS 315	Global and Cultural Development	
BUS 415	Leadership Development	
CST 105	Introduction to Communication Studies	
ECO 300	The International Economy	
FIN 315	Business Finance I	
MGT 301	Introduction to International Business	
MGT 312	Organizational Behavior	
MGT 330	The Legal Environment of Business	
MGT 491	Business Policy and Strategy	
MKT 309	Principles of Innovation	
MKT 320	Principles of Marketing	
PHI 261	Ethical Issues in Business	
or PHI 262	Ethical Issues in Entrepreneurship	
or PHI 263	Business Ethics with East Asian Philosophy	
SCM 302	Operations Management	
	<i>Global Sustainability Elective - One chosen from the list below: *</i>	
ECO 100	Economics of a Global Sustainable Society	
ENT 130	Entrepreneurship in a Sustainable Global Environment	
LLC 120	Global Crossings: Topics in Images, Media, and Texts	
LLC 130	Global Green: Cultures of Production and/or Consumption	
HTM 200	Introduction to Sustainable Development	

\* Or other approved Global Sustainability elective.

## Major Requirements

Code	Title	Credit Hours
<b>Required</b>		<b>3</b>
MKT 424	Consumer Behavior	

## Concentration

Select one of the concentrations as detailed following the major requirements.

- Digital Marketing
- Professional Selling
- Sports Business
- Strategic Marketing

## Electives

Electives sufficient to complete the 120 credit hours required for the degree.

### Digital Marketing Concentration Requirements

Code	Title	Credit Hours
<b>Required</b>		<b>9</b>
MKT 330	Digital Marketing	
MKT 429	Advanced Marketing Management	
MKT 440	Digital Marketing Analytics	
<b>Electives</b>		<b>3</b>
<i>Select one from the following:</i>		
MKT 324	Professional Selling	
MKT 326	Introduction to Retailing	
MKT 328	Sales Leadership	
MKT 403	Entrepreneurial Marketing	
MKT 407	Sports Marketing	
MKT 421	Promotion Management in Esports	
MKT 422	Fundamentals of Marketing Research	
MKT 426	International Marketing	
MKT 427	Personal Selling Internship *	
MKT 444	Effective Selling	
MKT 450	Marketing Internship *	
MKT 493	Honors Work	
MKT 499	Independent Study in Marketing	

\* Only one of the following internship courses may count as a Marketing major elective: MKT 427 or MKT 450.

### Professional Selling Concentration Requirements

Code	Title	Credit Hours
<b>Required</b>		<b>9</b>
MKT 324	Professional Selling *	
MKT 328	Sales Leadership *	

MKT 444	Effective Selling	
<b>Electives</b>		<b>3</b>
<i>Select one from the following:</i>		
MKT 326	Introduction to Retailing	
MKT 330	Digital Marketing	
MKT 403	Entrepreneurial Marketing *	
MKT 407	Sports Marketing	
MKT 421	Promotion Management in Esports	
MKT 422	Fundamentals of Marketing Research	
MKT 426	International Marketing	
MKT 427	Personal Selling Internship *, **	
MKT 429	Advanced Marketing Management	
MKT 440	Digital Marketing Analytics	
MKT 450	Marketing Internship **	
MKT 493	Honors Work	
MKT 499	Independent Study in Marketing	

\* Entrepreneurship and Marketing double majors are permitted only 6 credits of duplicated credits. Only two of the following courses may count for both majors: MKT 324, MKT 328, MKT 403, and MKT 427.

\*\* Only one of the following internship courses may count as a Marketing major elective: MKT 427 or MKT 450.

### Sports Business Concentration Requirements

Code	Title	Credit Hours
<b>Required</b>		<b>9</b>
MKT 270	Introduction to Sports Business	
MKT 370	Sports Business Development, Partnerships and Licensing	
MKT 407	Sports Marketing	
<b>Electives</b>		<b>6</b>
<i>Select two from the following:</i>		
MKT 421	Promotion Management in Esports	
MKT 422	Fundamentals of Marketing Research	
MKT 426	International Marketing	
MKT 429	Advanced Marketing Management	
MKT 440	Digital Marketing Analytics	
MKT 450	Marketing Internship	
HTM 103	Introduction to Esports Management	
HTM 332	Sustainable Destination and Experience Management	
HTM 427	Internship in Hospitality, Tourism and Esports Management	
HTM 433	Event Management and Design	

### Strategic Marketing Concentration Requirements

Code	Title	Credit Hours
<b>Required</b>		<b>9</b>
MKT 422	Fundamentals of Marketing Research	
MKT 426	International Marketing	
MKT 429	Advanced Marketing Management	
<b>Electives</b>		<b>3</b>

Select one from the following:

MKT 324	Professional Selling *
MKT 326	Introduction to Retailing
MKT 328	Sales Leadership *
MKT 330	Digital Marketing
MKT 403	Entrepreneurial Marketing *
MKT 407	Sports Marketing
MKT 421	Promotion Management in Esports
MKT 427	Personal Selling Internship *,**
MKT 444	Effective Selling
MKT 440	Digital Marketing Analytics
MKT 450	Marketing Internship **
MKT 493	Honors Work
MKT 499	Independent Study in Marketing

\* Entrepreneurship and Marketing double majors are permitted only 6 credits of duplicated credits. Only two of the following courses may count for both majors: MKT 324, MKT 328, MKT 403, and MKT 427.

\*\* Only one of the following internship courses may count as a Marketing major elective: MKT 427 or MKT 450.

## Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality and Tourism

### Requirements

- A minimum of 12 credit hours as defined below.
- UNC Greensboro cumulative GPA of 3.30 or better or, for transfer students, cumulative GPA of 3.30 or better from all prior institutions.

Code	Title	Credit Hours
<b>Required</b>		<b>3</b>
HSS 490	Senior Honors Project	
<b>6 credits of Honors coursework in the major</b>		<b>6</b>
<b>3 credits of Honors coursework in the major or another area</b>		<b>3</b>

### Recognition

Receive a Certificate of Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality & Tourism; have that accomplishment, along with the title of the Senior Honors Project, noted on the official transcript; and be recognized at a banquet held at the end of the spring semester.

### Honors Advisor

Contact Thomas Renedo at [threnedo@uncg.edu](mailto:threnedo@uncg.edu) for further information and guidance about Honors in Marketing, Entrepreneurship, and Hospitality & Tourism.

To apply: <https://honorscollege.uncg.edu/lloyd-international-honors-college/academics/admissions-scholarships/disciplinary-honors-admissions/>.