

## PROGRAM SUMMARY

- **Credit Hours:** 120 hours
  - **Concentrations:** Marketing and Innovation, Marketing Analytics and Intelligence
  - **Declaring the Major:** Admission to the major is competitive. Students must have junior standing (60 earned hours), an overall GPA of 2.5 in all University courses, and completed the Progression Courses: ACCT 2121, ACCT 2122, BUSN 1101, ECON 2101, ECON 2102, INFO 2130, MATH 1120, STAT 1220 with a grade of C or above and a minimum 2.5 GPA (within 2 attempts). Students should seek admission to the Pre-Business program as freshmen and sophomores to ensure appropriate advising and support.
  - **Advising (For the Major):** The Academic and Career Coaching office supports all students in the Belk College of Business. Advising is required upon admission to the major and recommended before registration each semester. Note: Students with less than 30 earned hours will have an advising hold prior to registration.
  - **Advising (For General Education):** Schedule appointment with assigned Academic and Career Coach in the Belk College of Business Academic and Career Coaching office.
  - **Minimum Grades/GPA:** Students must earn C's or better (within 2 attempts) in all business coursework. GPA of 2.0 in the major and all University coursework required for graduation.
  - **Teacher Licensure:** No
  - **Evening Classes Available:** Limited to select sections in some courses
  - **Weekend Classes Available:** No
  - **Other Information:** Business Honors Program, Business Learning Community, American Marketing Association, Internships, Study Abroad, Student Center for Professional Development
  - **Contact(s):** Belk College of Business Academic and Career Coaching office, 368 Friday Bldg., (704) 687-7585 or [stadvice@uncc.edu](mailto:stadvice@uncc.edu)
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## PROGRAM REQUIREMENTS

Entering students are designated as Pre-Business (PBUS). Once students have attained certain course requirements during the Junior year (see above), they may officially declare a major program in the Belk College. To declare a major, students will complete a Curriculum Guide and Change of Major form with their assigned Academic and Career Coach.

The Marketing (MKTG) major has two concentrations: Marketing and Innovation and Marketing Analytics and Intelligence. Students may choose only one concentration. Marketing is a relatively structured program of courses that are completed in the junior and senior years after admission to the major.

<b>Areas</b>	<b>Credit Hours</b>	<b>Description</b>
<b>Pre-Major/ Prerequisites</b>	24	ACCT 2121, ACCT 2122, BUSN 1101, ECON 2101, ECON 2102, INFO 2130, MATH 1120 and STAT 1220. Students must have a C or better for all courses and a minimum combined GPA of 2.5. Students may not exceed two attempts for these courses.
<b>Major (Marketing and Innovation Concentration)</b>	45	Includes courses in Marketing and Innovation and required Business Core courses in the Belk College.
<b>Major (Marketing Analytics and Intelligence Concentration)</b>	45	Includes courses in Marketing Analytics and Intelligence and required Business Core courses in the Belk College.
<b>General Education (not satisfied by other major requirements)</b>	31	UWRT 1103 or UWRT 1104 satisfy the First Year Writing requirement. ECON 2101, MATH 1120 and STAT 1220 satisfy General Education Social Science and Mathematics requirements. COMM 3160 satisfies one Writing Intensive and the Oral Communications requirement.
<b>Related Work</b>	-	
<b>Foreign Language</b>	-	
<b>Electives</b>	20	As needed to complete 120 hours total for the degree. 50% of all hours must be classified as "non-business" (offered outside of the Belk College). Some General Education coursework may be used to satisfy 50%.
<b>Total Credit Hours</b>	120	

## SUGGESTED PLAN OF STUDY – CONCENTRATION IN MARKETING AND INNOVATION

Freshman Year					
Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
XXXX XXXX	Non-Business Elective	3			
MATH 1100	College Algebra and Probability	3	X		
XXXX XXXX	Natural Science w / Lab	4	X		
LBST 11XX	LBST 1100 Series: Arts and Society	3	X		
BUSN 1101	Introduction to Business & Professional Development	3			Progression Course
<i>Spring Semester</i>					
UWRT 1103 or 1104	Writing and Inquiry in Academic Contexts I & II or Writing and Inquiry in Academic Contexts I & II (with Studio)	3 or 4	X		
MATH 1120	Calculus	3	X		Progression Course
INFO 2130	Introduction to Business Computing	3			Progression Course
LBST 2XXX	Western Cultural and Historical Awareness, Global and Intercultural Connections or Ethical Issues and Cultural Critique	3	X		LBST 2101, 2102, or 22XX
XXXX XXXX	Non-Business Elective	3			
					<b>31 or 32 Credit Hours for Year</b>

Sophomore Year					
Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
ACCT 2121	Principles of Accounting I	3			Progression Course
ECON 2101	Principles of Economics - Macro	3	X		Progression Course
STAT 1220	Elements of Statistics	3	X		Progression Course
XXXX XXXX	Natural Science	3	X		
LBST 2XXX	Western Cultural and Historical Awareness, Global and Intercultural Connections or Ethical Issues and Cultural Critique	3	X		LBST 2101, 2102, or 22XX
<i>Spring Semester</i>					
ACCT 2122	Principles of Accounting II	3			Progression Course
ECON 2102	Principles of Economics - Micro	3			Progression Course
XXXX XXXX	Writing Intensive Course	3	X	W	
LBST 2301	Critical Thinking and Communication	3	X		
XXXX XXXX	Non-Business Elective	3			
					<b>30 Credit Hours for Year</b>

Junior Year					
Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
MKTG 3110	Marketing Concepts	3			
COMM 3160	Business Communications	3	X	W,O	
ECON 3125	Managerial Economics	3			
INFO 3130	Management Information Systems	3			
XXXX XXXX	Non-Business Elective	3			
<i>Spring Semester</i>					
MKTG XXXX	MKTG Elective	3			
MKTG XXXX	MKTG Elective	3			
FINN 3120	Financial Management	3			
OPER 3100	Operations Management	3			
XXXX XXXX	Non-Business Elective	3			
					<b>30 Credit Hours for Year</b>

Senior Year					
Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
MKTG XXXX	MKTG Elective	3			
MKTG XXXX	MKTG Elective	3			
BLAW 3150	Business Law I	3			
MGMT 3140	Management and Organizational Behavior	3			
XXXX XXXX	General Elective	3			
<i>Spring Semester</i>					
XXXX XXXX	MKTG Elective	3			
MKTG 3250	Marketing Strategy Consultancy	3			
MGMT 3280	Strategic Management	3			
XXXX XXXX	General Elective	3			
XXXX XXXX	General Elective	3			
					<b>30 Credit Hours for Year</b>

### ADVISING RESOURCES

- General Education Requirements for ALL Students: [ucol.uncc.edu/general-education](http://ucol.uncc.edu/general-education)
- Undergraduate Catalog: [catalog.uncc.edu](http://catalog.uncc.edu)
- Central Advising website: [advising.uncc.edu](http://advising.uncc.edu)
- Belk College of Business advising website: [belkcollege.uncc.edu/advising](http://belkcollege.uncc.edu/advising)
- University Advising Center website: [advisingcenter.uncc.edu](http://advisingcenter.uncc.edu)

## SUGGESTED PLAN OF STUDY – CONCENTRATION IN MARKETING ANALYTICS AND INTELLIGENCE

Freshman Year					
Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
XXXX XXXX	Non-Business Elective	3	X		
MATH 1100	College Algebra and Probability	3	X		
XXXX XXXX	Natural Science w / Lab	4	X		
LBST 11XX	LBST 1100 Series: Arts and Society	3	X		
BUSN 1101	Introduction to Business & Professional Development	3			Progression Course
<i>Spring Semester</i>					
UWRT 1103 or 1104	Writing and Inquiry in Academic Contexts I & II or Writing and Inquiry in Academic Contexts I & II (with Studio)	3 or 4	X		
MATH 1120	Calculus	3	X		Progression Course
INFO 2130	Introduction to Business Computing	3			Progression Course
LBST 2XXX	Western Cultural and Historical Awareness, Global and Intercultural Connections or Ethical Issues and Cultural Critique	3	X		LBST 2101, 2102, or 22XX
XXXX XXXX	Non-Business Elective	3			
					<b>31 or 32 Credit Hours for Year</b>

Sophomore Year					
Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
ACCT 2121	Principles of Accounting I	3			Progression Course
ECON 2101	Principles of Economics - Macro	3	X		Progression Course
STAT 1220	Elements of Statistics	3	X		Progression Course
XXXX XXXX	Natural Science	3	X		
LBST 2XXX	Western Cultural and Historical Awareness, Global and Intercultural Connections or Ethical Issues and Cultural Critique	3	X		LBST 2101, 2102, or 22XX
<i>Spring Semester</i>					
ACCT 2122	Principles of Accounting II	3			Progression Course
ECON 2102	Principles of Economics - Micro	3			Progression Course
XXXX XXXX	Writing Intensive Course	3	X	W	
LBST 2301	Critical Thinking and Communication	3	X		
XXXX XXXX	Non-Business Elective	3			
					<b>30 Credit Hours for Year</b>

Junior Year					
Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
MKTG 3110	Marketing Concepts	3			
COMM 3160	Business Communications	3	X	W,O	
ECON 3125	Managerial Economics	3			
INFO 3130	Management Information Systems	3			
XXXX XXXX	Non-Business Elective	3			
<i>Spring Semester</i>					
MKTG 3222	Marketing Research for Decision Making	3			
MKTG 3228	Marketing Analytics	3			
FINN 3120	Financial Management	3			
OPER 3100	Operations Management	3			
XXXX XXXX	Non-Business Elective	3			
					<b>30 Credit Hours for Year</b>

Senior Year					
Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
MKTG 3230	Social Media/Mobile Marketing and Analytics	3			
MKTG 3221	Consumer Behavior and Global Marketing	3			
BLAW 3150	Business Law I	3			
MGMT 3140	Management and Organizational Behavior	3			
XXXX XXXX	General Elective	3			
<i>Spring Semester</i>					
MKTG XXXX	Marketing Elective	3			
MKTG 3250	Marketing Strategy Consultancy	3			
MGMT 3280	Strategic Management	3			
XXXX XXXX	General Elective	3			
XXXX XXXX	General Elective	3			
					<b>30 Credit Hours for Year</b>

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- University Advising Center website: [advisingcenter.uncc.edu](http://advisingcenter.uncc.edu)