

PROGRAM SUMMARY

- **Credit Hours:** 120 hours
- **Concentrations:** Marketing, Marketing Analytics
- **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 minimum 2.5 GPA (4 Bs and 4 Cs 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 Business Advising Center advises 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 Advisor in the Business Advising Center
- **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:** Yes, but limited
- **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 Advising Center, 368 Friday Bldg., (704) 687-7585 or stadvise@uncc.edu

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 Advisor.

The Marketing (MKTG) major has two concentrations: Marketing and Marketing Analytics. 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.

Areas	Credit Hours	Description
Pre-Major/Prerequisites	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 (or 4 Bs and 4 Cs). Students may not exceed two attempts for these courses.
Major (Marketing Concentration)	45	Includes courses in Marketing and required Business Core courses in the Belk College.
Major (Marketing Analytics Concentration)	45	Includes courses in Marketing Analytics and required Business Core courses in the Belk College.
General Education (not satisfied by other major requirements)	31	UWRT 1101 and UWRT 1102 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.
Related Work	-	
Foreign Language	-	
Electives	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%.
Total Credit Hours	120	

SUGGESTED PLAN OF STUDY – CONCENTRATION IN MARKETING

Freshman Year

Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
UWRT 1101	Writing and Inquiry in Academic Contexts I	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 1102	Writing and Inquiry in Academic Contexts II	3	X		
MATH 1120	Calculus	3	X		Progression Course
INFO 2130	Introduction to Business Computing	3			Progression Course
LBST 2101	Western Cultural and Historical Awareness	3	X		
XXXX XXXX	Non-Business Elective	3			

31 Credit Hours for Year

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 2102	Global and Intercultural Connections	3	X		
<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 22XX	LBST 2200 Series: Ethical Issues and Cultural Critique	3	X		
XXXX XXXX	Non-Business Elective	3			

30 Credit Hours for Year

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			

30 Credit Hours for Year

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			

30 Credit Hours for Year

ADVISING RESOURCES

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

SUGGESTED PLAN OF STUDY – CONCENTRATION IN MARKETING ANALYTICS

Freshman Year

Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
UWRT 1101	Writing and Inquiry in Academic Contexts I	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 1102	Writing and Inquiry in Academic Contexts II	3	X		
MATH 1120	Calculus	3	X		Progression Course
INFO 2130	Introduction to Business Computing	3			Progression Course
LBST 2101	Western Cultural and Historical Awareness	3	X		
XXXX XXXX	Non-Business Elective	3			

31 Credit Hours for Year

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 2102	Global and Intercultural Connections	3	X		
<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 22XX	LBST 2200 Series: Ethical Issues and Cultural Critique	3	X		
XXXX XXXX	Non-Business Elective	3			

30 Credit Hours for Year

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	Marketing Analytics Elective	3			
MKTG XXXX	Marketing Analytics Elective	3			
FINN 3120	Financial Management	3			
OPER 3100	Operations Management	3			
XXXX XXXX	Non-Business Elective	3			

30 Credit Hours for Year

Senior Year

Course Number	Course Title	Credit Hours	General Education	W/O Course	Notes
<i>Fall Semester</i>					
MKTG XXXX	Marketing Analytics Elective	3			
MKTG XXXX	Marketing Elective	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 325X	Marketing Analytics or Strategy Consultancy	3			
MGMT 3280	Strategic Management	3			
XXXX XXXX	General Elective	3			
XXXX XXXX	General Elective	3			

30 Credit Hours for Year

ADVISING RESOURCES

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