

## PROGRAM REQUIREMENTS

Entering students are designated as Pre-Business (PBUS). Once students have attained certain course requirements (see catalog: [catalog.uncc.edu](http://catalog.uncc.edu)), they may officially declare a major program in the Belk College. To declare the Marketing (MKTG) major, students will complete a Change of Major form with their assigned Academic and Career Coach.

The Marketing (MKTG) major has two concentrations: Marketing and Marketing Analytics. Students choose one concentration. Marketing is a relatively structured program of courses that are completed in the junior and senior years after admission to the major. For all program requirements, consult the Undergraduate Catalog ([catalog.uncc.edu](http://catalog.uncc.edu)). This Suggested Plan of Study reflects requirements for the 2020-2021 Undergraduate Catalog.

## 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>					
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		
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 or ECON 2102	Principles of Economics – Macro or Principles of Economics - Micro	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		
<i>Spring Semester</i>					
ACCT 2122	Principles of Accounting II	3			Progression Course
ECON 2101 or ECON 2102	Principles of Economics – Macro or 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	Principles of Marketing	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 3XXX	Marketing Concentration Course	3			
MKTG 3XXX	Marketing Concentration Course	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 3XXX	Marketing Concentration Course	3			
MKTG 3XXX	Marketing Concentration Course	3			
BLAW 3150	Business Law I	3			
MGMT 3140	Management and Organizational Behavior	3			
XXXX XXXX	Non-Business Elective	3			
<i>Spring Semester</i>					
MKTG 3XXX	Marketing Concentration Course	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)
- Belk College of Business – Academic and Career Coaching – Niblock Student Center: [belkcollege.uncc.edu/advising](http://belkcollege.uncc.edu/advising)

## 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>					
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		
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 or ECON 2102	Principles of Economics – Macro or Principles of Economics - Micro	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		
<i>Spring Semester</i>					
ACCT 2122	Principles of Accounting II	3			Progression Course
ECON 2101 or ECON 2102	Principles of Economics – Macro or 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	Principles of Marketing	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	3			
MKTG 3XXX	Marketing Analytics Concentration Course	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 3220 or MKTG 3230	Digital Marketing and Web Analytics or Social Media/Mobile Marketing and Analytics	3			
MKTG 3228	Marketing Analytics	3			
BLAW 3150	Business Law I	3			
MGMT 3140	Management and Organizational Behavior	3			
XXXX XXXX	Non-Business Elective	3			
<i>Spring Semester</i>					
MKTG 3XXX	Marketing Analytics Concentration Course	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)
- Belk College of Business – Academic and Career Coaching – Niblock Student Center: [belkcollege.uncc.edu/advising](http://belkcollege.uncc.edu/advising)