

| B.S.B.A. in Marketing with a Concentration in Marketing Analytics and Intelligence | | | | | Rev. Fall 2017 |
|--|---|---|---------|---|-----------------------|
| NOTE: This completion plan should be used in conjunction with regular consultation with an advisor | | | | | |
| Required for Admission to UNCC in Pre-Business | If 24 or more transfer hours | | OR | If less than 24 transfer hours | |
| | COMPETITIVE | | | COMPETITIVE | |
| | 2.5 Cumulative Transfer GPA | | | 2.5 Cumulative Transfer GPA | |
| | Required Lower Division "Business Progression" courses to be completed at NC community college: ACT 120, ACT 121, BUS 110, CIS 110, ECO 251, ECO 252, MAT 152, MAT 263, with minimum grades of "C", or better, within two attempts. | | | Required Lower Division "Business Progression" courses at NC community college: BUS 110, CIS 110, MAT 152 or MAT 263, with minimum grades of "C", or better, within two attempts. | |
| | 2.5 GPA in "Business Progression" courses | | | 2.5 GPA in "Business Progression" courses | |
| | | | | AND | |
| | | | | Freshmen Admissions Requirements for Pre-Business | |
| See Transfer Requirements | on the Office of Undergraduate Admissions web page for more details | | | | |
| Additional Requirements for Changing Major from Pre-Business to Marketing | 1.attained Junior standing (60 hours or more) 2.earned a minimum overall GPA of at least 2.5 for all academic work 3.completed the following Progression Courses: ACCT 2121 and ACCT 2122, BUSN 1101, ECON 2101, ECON 2102, INFO 2130, MATH 1120, and STAT 1220 with a minimum grade of C 4.earned a minimum GPA of at least 2.5 for these Progression Courses 5.completed an approved Change of Major Form with an Academic and Career Coach in the Belk College of Business | | | | |
| ***PLEASE NOTE: UNC Charlotte made changes to the General Education first year writing and Liberal Studies requirements effective Fall 2017; therefore, the UNC Charlotte General Education requirements and community college UGETC course alignment may vary if the associates degree is not completed. Please review your progression with your academic advisor. | | | | | |
| Associate of Arts | | | | | |
| Courses in BOLD are required for the major | | | | | |
| UGETC -- Associate of ARTS | | | | | |
| Area | Prefix/Number | Course Name | Credits | UNC Charlotte Equivalent | Credits |
| English Composition (6 CR) | | | | | |
| English Composition | ENG 111 | Writing and Inquiry | 3 | UWRT 1101: | 3 |
| | ENG 112 | Writing and Research in the Disciplines | 3 | UWRT 1102: | 3 |
| Humanities / Fine Arts (9 CR) | | | | | |
| Arts: (choose ONE) | ART 111 | Art Appreciation | 3 | LBST 1105 | 3 |
| | ART 114 | Art History Survey I | | ARTH 1211 (and LBST 1105 exemption) | |
| | ART 115 | Art History Survey II | | ARTH 1212 (and LBST 1105 exemption) | |
| | MUS 110 | Music Appreciation | | LBST 1103 | |
| | MUS 112 | Introduction to Jazz | | TRNF 0001 (and LBST 1103 exemption) | |
| Literature / Philosophy (choose ONE) | ENG 231 | American Literature I | 3 | ENGL 2104 (and LBST 2212 exemption) | 3 |
| | ENG 232 | American Literature II | | ENGL 0001 (and LBST 2212 exemption) | |
| | PHI 215 | Philosophical Issues | | PHIL 2101 (and LBST 2211 exemption) | |
| | PHI 240 | Introduction to Ethics | | PHIL 0001 (and LBST 2211 exemption) | |
| COMM | COM 231 | Public Speaking | 3 | COMM 1101 | 3 |
| Social / Behavioral Science (9 CR) | | | | | |
| Social Science | ECON 251 | Principles of Microeconomics | 3 | ECON 2102 | 3 |
| History (choose ONE) | HIS 111 | World Civilizations I | 3 | HIST 1120 (and LBST 2101 exemption) | 3 |
| | HIS 112 | World Civilizations II | | HIST 1121 (and LBST 2101 exemption) | |
| | HIS 131 | American History I | | HIST 1160 (and LBST 2101 exemption) | |
| | HIS 132 | American History II | | HIST 1161 (and LBST 2101 exemption) | |
| Psychology | PSY 150 | General Psychology | 3 | PSYC 1101 | 3 |

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|---|--|---|-----------|--|-----------|
| Science with Lab (4 CR) | | | | | |
| Natural Science (choose ONE) | AST 111/111A | Descriptive Astronomy and Lab | 4 | PHYS 1130 + L | 4 |
| | AST 151/151A | General Astronomy I and Lab | | PHYS 1130 + L | |
| | BIO 110 | Principles of Biology | | BIOL 1110 + L | |
| | BIO 111 | General Biology | | BIOL 1110 + L | |
| | CHM 151 | General Chemistry I | | CHEM 1251 + L | |
| | GEL 111 | Introduction Geology | | GEOL 1200 + L | |
| | PHY 110/110A | Conceptual Physics and Lab | | PHYS 0001 + L | |
| Mathematics (4 CR) | | | | | |
| | MAT 171 | Pre-Calculus Algebra | 4 | MATH 1100 (3) + lab credit (1) | 4 |
| UGETC Subtotal | | | 32 | | 32 |
| Additional General Education | | | | | |
| Global / Cross Cultural (Choose ONE) | ANT 220 or 221 | Cultural Anthropology or Comparative Cultures | 3 | ANTH 0001 (and LBST 2102 exemption) | 3 |
| | GEO 111 | World Regional Geography | | GEOG 1101 (and LBST 2102 exemption) | |
| | GEO 112 | Cultural Geography | | GEOG 0001 (and LBST 2102 exemption) | |
| | POL 210 or 220 | Comparative Politics or International Politics | | POLS 1130 or POLS 1150 (and LBST 2102 exemption) | |
| | HIS 111 | World Civilizations I | | HIST 1120 (and LBST 2102 exemption ONLY if taken with HIS 112) | |
| Gen Ed Subtotal | | | 3 | | 3 |
| PRE Major - Courses | | | | | |
| | ACA 122 | Academic Transition | 1 | TRNF 0001 | 1 |
| | ACC 120 | Principles of Accounting I | 4 | ACCT 2121 (3) + lab credit (1) | 4 |
| | ACC 121 | Principles of Accounting II | 4 | ACCT 2122 (3) + lab credit (1) | 4 |
| | BUS 110 | Introduction to Business | 3 | BUSN 1101 | 3 |
| | CIS 110 | Introduction to Computers | 3 | INFO 2130 | 3 |
| | ECO 252 | Principles of Macroeconomics | 3 | ECON 2101 | 3 |
| | MAT 151 | Statistics I or MAT 155: Stat Analysis | 4 | STAT 1220 (3) + lab credit (1) | 4 |
| | MAT 263 | Brief Calculus or MAT 271: Calc I | 4 | MATH 1120 (3) + lab credit (1) | 4 |
| Pre-major Subtotal | | | 26 | | 26 |
| TOTAL AA Hours | | | 61 | | 61 |
| NOTES | * Students may attempt each of the eight "Business Progression" courses listed above in bold a maximum of two times. | | | | |
| B.S.B.A. in Marketing with a Concentration in Marketing Analytics and Intelligence UNC Charlotte Courses | | | | | |
| Courses in BOLD are pre-requisites for subsequent courses | | | | | |
| Junior Year | | | | | |
| Fall | MKTG 3110: Marketing Concepts | | | | 3 |
| | COMM 3160: Business Communications | | | | 3 |
| | ECON 3125: Managerial Economics | | | | 3 |
| | INFO 3130: Management Information Systems | | | | 3 |
| | _____ : Non-Business Elective | | | | 3 |
| Spring | MKTG 3222: Marketing Research for Decision Making | | | | 3 |
| | MKTG 3228: Marketing Analytics | | | | 3 |
| | FINN 3120: Financial Management | | | | 3 |
| | OPER 3100: Operations Management | | | | 3 |
| | _____ : Non-Business Elective | | | | 3 |

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|-------------------------|--|--|--|------------|
| Senior Year | | | | |
| Fall | 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 & Organizational Behavior | | | 3 |
| | _____ : General Elective | | | 3 |
| Spring | MKTG _____ : Marketing Elective | | | 3 |
| | MKTG 3250: Marketing Strategy Consultancy | | | 3 |
| | MGMT 3280: Strategic Management | | | 3 |
| | _____ : General Elective | | | 3 |
| | _____ : General Elective | | | 2 |
| TOTAL UNCC Hours | | | | 59 |
| | | | | |
| | TOTAL HOURS | | | 120 |
| | | | | |
| NOTES | * Students may attempt each of the business courses listed above a maximum of two times. | | | |