

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 SCIENCE					
Courses in BOLD are required for the major					
UGETC -- Associate of SCIENCE					
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 (6 CR)					
Arts: (choose <u>ONE</u>)	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 <u>ONE</u>)	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)	
Social / Behavioral Science (6 CR)					
Social Science	ECO 251	Principles of Microeconomics	3	ECON 2102	3
History (choose <u>ONE</u>)	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)	

Science with Lab (8 CR)					
Sciences (choose one 8-credit sequence or two 4-credit individual courses)	BIO 111 & 112	General Biology I & II	8	BIOL 2120 & BIOL 2130 & BIOL 2140L	8
	CHM 151&152	General Chemistry I & II		CHEM 1251 & 1252 + labs	
	PHY 151 & 152	College Physics I & II		PHYS 1101 & 1102 + labs	
	PHY 251 & 252	General Physics I & II		PHYS 2101 & 2102 + labs	
	AST 151 & 151A	General Astronomy + lab		PHYS 1130 + lab	
	BIO 110	Principles of Biology		BIOL 1110 + lab	
	GEL 111	Introductory Geology		GEOL 1200 + lab	
	PHY 110 & 110A	Conceptual Physics + lab		PHYS 0001 + lab	
Mathematics (8 CR)					
Mathematics (choose TWO)	MAT 171	Pre-Calculus Algebra	8	MATH 1100 (3) + lab credit (1)	8
	MAT 263	Brief Calculus		MATH 1120 (3) + lab credit (1)	
UGETC Subtotal			34		34
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)	
	If BOTH HIS 111 AND HIS 112	World Civilizations I & II		HIST 1120 AND HIST 1121 (gives LBST 2101 and 2102 exemption ONLY if both are taken)	
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
Pre-major Subtotal			22		22
		Non-Business Elective	1	- Non-Business Elective	1
TOTAL AA Hours			60		60
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

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			3
TOTAL UNCC Hours				60
	TOTAL HOURS			120
NOTES	* Students may attempt each of the business courses listed above a maximum of two times.			