

B.S.B.A. in Marketing Academic Plan of Study

Belk College of Business
Department of Marketing

belkcollege.charlotte.edu/about-college/departments/marketing

PROGRAM REQUIREMENTS

Entering students are designated as Pre-Business (PBUS). Once students have attained certain course requirements (see catalog: catalog.charlotte.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.charlotte.edu). This Suggested Plan of Study reflects requirements for the 2021-2022 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>					
WRDS 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			
31 or 32 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 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			
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	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			
30 Credit Hours for Year					

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			
					30 Credit Hours for Year

ADVISING RESOURCES

- General Education Requirements for ALL Students: ucol.charlotte.edu/general-education
- Undergraduate Catalog: catalog.charlotte.edu
- Belk College of Business – Academic and Career Coaching – Niblock Student Center: belkcollege.charlotte.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>					
WRDS 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			
					31 or 32 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 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			
					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	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			
					30 Credit Hours for Year

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			
					30 Credit Hours for Year

ADVISING RESOURCES

- General Education Requirements for ALL Students: ucol.charlotte.edu/general-education
- Undergraduate Catalog: catalog.charlotte.edu
- Belk College of Business – Academic and Career Coaching – Niblock Student Center: belkcollege.charlotte.edu/advising