

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

Belk College of Business
Department of Marketing

<https://belkcollege.charlotte.edu/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 2023-2024 Undergraduate Catalog.

SUGGESTED PLAN OF STUDY – CONCENTRATION IN MARKETING

Freshman Year				
Course Number	Course Title	Credit Hours	General Education	Notes
<i>Fall Semester</i>				
XXXX XXXX	Non-Business Elective	3		
MATH 1101	College Algebra with Workshop	4	X	
XXXX XXXX	Natural Science w / Lab	4	X	
XXXX 15XX	Global Theme - Social Science, Local Theme - Social Science, Global Theme - Arts & Humanities, or Local Theme - Arts & Humanities	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
XXXX 15XX	Global Theme - Social Science, Local Theme - Social Science, Global Theme - Arts & Humanities, or Local Theme - Arts & Humanities	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	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		Progression Course
STAT 1220	Elements of Statistics	3	X	Progression Course
XXXX XXXX	Natural Science	3	X	
XXXX 15XX	Global Theme - Social Science, Local Theme - Social Science, Global Theme - Arts & Humanities, or Local Theme - Arts & Humanities	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 15XX	Global Theme - Social Science, Local Theme - Social Science, Global Theme - Arts & Humanities, or Local Theme - Arts & Humanities	3	X	
CTCM 2530	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	Notes
<i>Fall Semester</i>				
MKTG 3110	Principles of Marketing	3		
COMM 3160	Business Communications	3		
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	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/exploring-majors/general-education/
- Undergraduate Catalog: catalog.charlotte.edu
- Belk College of Business – Academic and Career Coaching – Niblock Student Center: belkcollege.charlotte.edu/advising