

B.S.B.A. in Marketing Analytics 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 ANALYTICS

| 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 | 3 | 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 |
| 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 3222 | Marketing Research | 3 | | |

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|-----------|--|---|--|--|
| 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 | 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/exploring-majors/general-education/
- Undergraduate Catalog: catalog.charlotte.edu
- Belk College of Business – Academic and Career Coaching – Niblock Student Center: belkcollege.charlotte.edu/advising