

# UNC Charlotte Baccalaureate Degree Plan

## Marketing, Marketing Analytics Concentration, B.S.B.A.

North Carolina Community College classes are listed below in left column. The UNC Charlotte equivalent course is listed in the column next to the NCCCS courses.

The University of North Carolina at Charlotte strongly recommends students complete their Associate degree prior to transferring to UNC Charlotte. Pathways are structured for students who have completed all requirements for their Associate degree and qualify for the CAA.

Please Note: BDP's are developed based on the approved curriculum for each catalog year. Based on admitted term of entry and the curriculum posted for the catalog year, programs of study are subject to change.

UNC Charlotte Baccalaureate Degree Plans

[belkcollege.charlotte.edu](http://belkcollege.charlotte.edu)

Additional Requirements / Special Note for Admission to the upper division in major:	Requirements for admission to the upper-division major include the following: <ul style="list-style-type: none"> <li>•Junior standing (60 credit hours or more)</li> <li>•A minimum grade of C, within two attempts, in all Progression Courses (Progression Courses are denoted by **)</li> <li>•Minimum 2.5 Overall GPA and Minimum 2.5 Progression Course GPA (all attempts are calculated into the Progression GPA)</li> </ul>
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		NC Community College Course	UNC Charlotte Equivalent Course	Notes
<b>Semester 1</b> 14 Credit Hrs	4	MAT 152: Statistical Methods ** (UGETC: Math)	STAT 1220: Elements of Statistics I **	
	3	BUS 110: Introduction to Business **	BUSN 1101: Intro to Bus & Prof Development **	
	3	CIS 110: Introduction to Computers **	INFO 2130: Intro to Business Computing **	
	3	ENG 111: Writing and Inquiry UGETC: Composition	WRDS 1103 Wrtn & Inqry Acdmc Ctx I & II	
	1	ACA 122: College Transfer Success	TRNF 1ELE: Transfer Elective	

		NC Community College Course	UNC Charlotte Equivalent Course	Notes
<b>Semester 2</b> 16 Credit Hrs	4	MAT 171: Precalculus Algebra	MATH 1100: College Algebra	
	3	ECO 252: Principles of Macroeconomics ** (UGETC: Social/Behavioral)	ECON 2101: Principles of Macro Economics **	
	3	ENG 112: Writing and Research in the Disciplines UGETC: Composition	CTCM 2530: Critical Thinking and Communications	
	3	Student Choice UGETC: Social/Behavioral	General Education Course	
	3	COM 120: Interpersonal Communications or COM 231: Public Speaking UGETC Arts/Humanities	COMM 2107: Interpersonal Communications or COMM 1101: Public Speaking	

		NC Community College Course	UNC Charlotte Equivalent Course	Notes
<b>Semester 3</b> 18 Credit Hrs	4	MAT 263: Brief Calculus **	MATH 1120: Business Calculus **	
	4	ACC 120: Principles of Financial Accounting **	ACCT 2121 Principles of ACCT I **	
	3	ECO 251: Principles of Microeconomics **	ECON 2102: Principles of Micro Economics **	
	4	UGETC Natural Science w/ Lab	Natural Science w/ Lab	
	3	Student Choice UGETC: Social/Behavioral	General Education Course	

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<b>Semester 4</b> 13 Credit Hrs	4	ACC 121: Principles of Managerial Accounting **	ACCT 2122: Principles of ACCT II **	
	3	Student Choice UGETC: Humanities/ Fine Arts	General Education Course	
	3	Student Choice UGETC: Humanities/ Fine Arts	General Education Course	
	3	Additional GEN ED or Pre-Major/Transfer Elective	Additional GEN ED or Pre-Major/Transfer Elective	

Critical Course Indicator	
2 Star (***) Critical Course	Critical Success Course that is a required introductory or prerequisite course within the Major and/or prerequisite course for UNC Charlotte Upper Division coursework for intended major
1 Star (*) Critical Course	Critical Success Course necessary for seamless transition and required for UNC Charlotte Upper Division coursework for intended major
0 Star (Lt Green color only) Critical Course	Key Success Marker Course that is important for seamless transition but can be secured after transfer

Color Key	Category
Light Green	Success Marker Course (Critical Course)
Light Blue	UGETC: General Education Course
Light Orange	Additional GEN ED or Pre-Major/Transfer Elective

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		<b>UNC Charlotte Equivalent Course</b>	<b>Notes</b>
<b>Semester 5</b> 15 Credit Hrs	3	MKTG 3110: Principles of Marketing	
	3	COMM 3160: Business Communications	
	3	ECON 3125: Managerial Economics	
	3	INFO 3130: Management Information Systems	
	3	Non-Business Elective	

		<b>UNC Charlotte Equivalent Course</b>	<b>Notes</b>
<b>Semester 6</b> 15 Credit Hrs	3	MKTG 3222: Marketing Research	
	3	Marketing Analytics Concentration Course	
	3	FINN 3120: Financial Management	
	3	OPER 3100: Operations Management	
	3	Non-Business Elective	

		<b>UNC Charlotte Equivalent Course</b>	<b>Notes</b>
<b>Semester 7</b> 15 Credit Hrs	3	MKTG 3220: Digital Marketing and Web Analytics or MKTG 3230: Social Media/Mobile Marketing and Analytics	
	3	MKTG 3228: Marketing Analytics	
	3	BLAW 3150: Business Law I	
	3	MGMT 3140: Management & Organizational Behavior	
	3	Non-Business Elective	

		<b>UNC Charlotte Equivalent Course</b>	<b>Notes</b>
<b>Semester 8</b> 14 Credit Hrs	3	Marketing Analytics Concentration Course	
	3	MKTG 3250: Marketing Strategy Consultancy	
	3	MGMT 3280: Strategic Management	
	3	General Elective	
	2	General Elective	

61	Total NCCCS Credit Hours
59	Total UNC Charlotte Hours
<b>120</b>	<b>Total Credit Hours</b>