

Baccalaureate Degree Plan (BDP)  
Associate in Arts (AA) to BS Marketing – Strategic Marketing Concentration

The sequence below is contingent on completion of the AA degree from a college in the North Carolina Community College System (NCCCS). It represents one way in which the program of study can be completed. Following the BDP does not guarantee admission to UNCG or guarantee an AA or BS degree will be conferred. Students should seek academic advising to determine the best course of study to meet educational goals and degree requirements. [Refer to the University Admissions website for more information on admission and transfer of credits.](#) *NOTE: Credit will only be awarded for transferable courses for which a grade of C (2.0) or better is earned.*

Pages 1 and 2 reflect the suggested North Carolina Community College system category/course selection for the AA. Review the [NC Transfer Course List](#) for full listing of courses by designation – UGETC, CAA GEN ED, Pre-Major/Elective. Page 3 reflects the academic plan of study, following completion of the AA and transfer to UNCG.

This BDP is based upon full-time enrollment (12 or more hours) each semester.

**NC Community College First Year  
Fall Semester**

| NCCCS Course                        | NCCCS sh  | UNCG Course Equivalent                        | UNCG sh   |
|-------------------------------------|-----------|---|-----------|
| ACA 122 (Pre-Major/Elective)        | 1         | ELE 000 Free Elective                         | 1         |
| ECO 251 (UGETC)                     | 3         | ECO 201 Principles of Microeconomics          | 3         |
| ENG 111 (UGETC)                     | 3         | ENG 101 Exploring Writing in College Contexts | 3         |
| COM 120 (UGETC) OR COM 231 (UGETC)  | 3         | CST 105 Intro to Communication Studies        | 3         |
| Math 171 (UGETC)                    | 4         | MAT 150 Precalculus I                         | 3         |
| <b>Total semester hours earned:</b> | <b>14</b> | <b>Total semester hours earned:</b>           | <b>13</b> |

*Table 1 NC Community College First Year - Fall Semester Course Selections*

**NC Community College First Year  
Spring Semester**

| NCCCS Course                        | NCCCS sh  | UNCG Course Equivalent                      | UNCG sh   |
|-------------------------------------|-----------|---|-----------|
| ENG 112 (UGETC)                     | 3         | ENG 102 Academic Research and Writing       | 3         |
| Humanities/Fine Arts (UGETC)        | 3         |   | 3         |
| ECO 252 (UGETC)                     | 3         | ECO 202 Principles of Macroeconomics        | 3         |
| Natural Sciences (UGETC)            | 4         |   | 4         |
| MAT 263 (GEN ED)                    | 4         | MAT 120 Calculus with Business Applications | 3         |
| <b>Total semester hours earned:</b> | <b>17</b> | <b>Total semester hours earned:</b>         | <b>16</b> |

*Table 2 NC Community College First Year - Spring Semester Course Selections*

**NC Community College Second Year  
Fall Semester**

| <b>NCCCS Course</b>                 | <b>NCCCS sh</b> | <b>UNCG Course Equivalent</b>                        | <b>UNCG sh</b> |
|-------------------------------------|-----------------|--|----------------|
| Humanities/Fine Arts (UGETC)        | 3               |  | 3              |
| Social/Behavioral Science (UGETC)   | 3               |  | 3              |
| ACC 120 (Pre-Major/Elective)        | 3               | ACC 201 Financial Accounting                         | 3              |
| CIS 110 (GEN ED)                    | 3               | ISM 110 Foundations for Analytics using Spreadsheets | 3              |
| Additional General Education Hours  | 5               |  | 5              |
| <b>Total semester hours earned:</b> | <b>17</b>       | <b>Total semester hours earned:</b>                  | <b>17</b>      |

*Table 3 NC Community College Second Year - Fall Semester Course Selections*

**NC Community College Second Year  
Spring Semester**

| <b>NCCCS Course</b>                             | <b>NCCCS sh</b> | <b>UNCG Course Equivalent</b>  | <b>UNCG sh</b> |
|---|-----------------|--|----------------|
| ACC 121 (Pre-Major/Elective)                    | 3               | ACC 202 Managerial Accounting  | 3              |
| BUS 228 (Pre-Major/Elective) OR MAT 152 (UGETC) | 3-4             | ECO 250 Economic and Business Statistics I OR STA 108 Elementary Intro to Probability & Statistics | 3              |
| Other Required Hours                            | 6-7             |  | 6-7            |
| <b>Total semester hours earned:</b>             | <b>13</b>       |  | <b>12-13</b>   |

*Table 4 NC Community College Second Year – Spring Semester Course Selections*

Total hours earned for the AA degree: 60-61

Note: the AA requires 13-14 hours of CAA GEN ED

The AA also requires an additional 14 SH of courses to be selected from courses classified as pre-major, electives, or general education courses within the CAA (ACA 122 is required)



# UNC GREENSBORO

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## Schedule of Courses Upon Admission to UNC Greensboro Associate in Arts (AA) to BS Marketing – Strategic Marketing Concentration

### UNCG First Year

| Fall Semester                       | sh        | Spring Semester                     | sh        |
|-------------------------------------|-----------|-------------------------------------|-----------|
| BUS 216                             | 2         | BUS 315                             | 1         |
| ISM 280                             | 3         | MKT 320                             | 3         |
| Global Sustainability Elective      | 3         | FIN 315                             | 3         |
| MGT 312                             | 3         | MGT 301                             | 3         |
| Elective                            | 3         | PHI 261                             | 3         |
|                                     |           | Elective                            | 2         |
| <b>Total semester hours earned:</b> | <b>14</b> | <b>Total semester hours earned:</b> | <b>15</b> |

Table 5 UNCG First Year, Fall and Spring Course Selections

### UNCG Second Year

| Fall Semester                       | sh        | Spring Semester                     | sh        |
|-------------------------------------|-----------|-------------------------------------|-----------|
| BUS 415                             | 1         | MKT 429                             | 3         |
| MKT 422                             | 3         | MKT 426                             | 3         |
| MKT 424                             | 3         | MKT Elective                        | 3         |
| MKT 309                             | 3         | MGT 491                             | 3         |
| MGT 330                             | 3         | SCM 302                             | 3         |
| ECO 300                             | 3         |                                     |           |
| <b>Total semester hours earned:</b> | <b>16</b> | <b>Total semester hours earned:</b> | <b>15</b> |

Table 6 UNCG Second Year, Fall and Spring Course Selections

The Bachelor of Science in Marketing – Strategic Marketing concentration requires a minimum of 120 semester hours (sh). Students must earn a grade of C or better in courses used to meet major requirements. UNCG requires a minimum 2.0 overall GPA for graduation.

For more information, visit the Department website:

<https://bryan.uncg.edu/programs/undergraduate/major/bs-in-marketing/>

*This plan reflects the degree program's requirements published in the 2022-2023 university catalog. All guides are meant as an example of how a degree can be completed. Course availability, prior credit, course prerequisites, major requirements, and student needs must be considered in developing an individual academic pathway.*