

Transfer Guide - Baccalaureate Degree Plan (BDP)  
Associate in Arts (AA) to BS Marketing – Social Media Concentration

This is a suggested guide. Following the guide 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 UNCG's admissions website for more information on admission and transfer of credits.](#) Credit will only be awarded for transferable courses for which a grade of C or better is earned. Refer to the [NC Transfer Course List](#) for full listing of courses by designation – UGETC, CAA GEN ED, Pre-Major/Elective.

In completing the AA, in preparation of completing the BS Marketing – Strategic Marketing Concentration, students should complete the listed courses.

<b>UGETC - English Composition (6 SHC)</b>	<b>Credits</b>	<b>UNCG Equivalent Course</b>
ENG 111	3	ENG 101
ENG 112	3	ENG 102
<b>UGETC - Communications and Humanities/Fine Arts (9 SHC)</b> - Choose 3 courses from at least two different disciplines from UGETC list		
	<b>Credits</b>	<b>UNCG Equivalent Course</b>
COM 120 OR COM 231	3	CST 105
Choose 2 additional courses from different disciplines from UGETC list	6	
<b>UGETC - Social/Behavioral Science (9 SHC)</b> - Choose 3 courses from at least two different disciplines from UGETC list		
	<b>Credits</b>	<b>UNCG Equivalent Course</b>
ECO 251	3	ECO 201
ECO 252	3	ECO 202
Choose 1 additional course from a different discipline from UGETC list	3	
<b>UGETC - Mathematics (3-4 SHC)</b>	<b>Credits</b>	<b>UNCG Equivalent Course</b>
MAT 143 OR MAT 171	4	MAT 118 OR MAT 115
<b>UGETC – Natural Science (4 SHC)</b>	<b>Credits</b>	<b>UNCG Equivalent Course</b>
Choose one natural science course from UGETC list	4	

<b>Additional General Education Courses (13-14 SHC)</b> - An additional 13-14 SHCs of courses should be selected from courses classified as general education within the CAA.		
	<b>Credits</b>	<b>UNCG Equivalent Course</b>
CIS 110	3	ISM 110
An additional 10-11 hours to meet the 13-14 SHCs of general education	10-11	

Other Required Hours	Credits	UNCG Equivalent Course
ACA 122	1	ELE 000
Additional 14 SHC of courses classified as pre-major, elective or general education courses within the Comprehensive Articulation Agreement.		
ACC 120	3	ACC 201
ACC 121	3	ACC 202
BUS 228 OR MAT 152	3-4	ECO 250 OR STA 108
Additional Hours needed to total 14	4-5	

Total hours earned for the AA degree: 60-61



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Schedule of Courses Upon Admission to UNC Greensboro  
Associate in Arts (AA) to Bachelor of Science (BS) Marketing – Social Media Concentration  
This schedule assumes full-time status at UNCG, with a minimum of 15 hours per semester.

Semester at UNCG	UNCG Course	Credits
Fall	BUS 216	2
Fall	ISM 280	3
Fall	MGT 312	3
Fall	ECO 300	3
Fall	Global Sustainability Elective	3
	Total semester hours earned:	14
Spring	BUS 315	1
Spring	MKT 320	3
Spring	MGT 301	3
Spring	MKT 309	3
Spring	PHI 261 or PHI 262	3
Spring	Elective	3
	Total semester hours earned:	16

Fall	BUS 415	1
Fall	MKT 330	3
Fall	MKT 424	3
Fall	FIN 315	3
Fall	MGT 330	3
Fall	MKT Elective	3
	Total semester hours earned:	16
Spring	MKT 440	3
Spring	SCM 302	3
Spring	MGT 491	3
Spring	Elective	2
	Total semester hours earned:	11
Fall	MKT 429	3
	Total semester hours earned:	3

The Bachelor of Science in Marketing – Social Media Concentration requires a minimum of 120 semester hours (sh). Students must earn a grade of C or better in all courses used toward Major Course 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 2023-2024 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.*