

Transfer Guide - Baccalaureate Degree Plan (BDP)
Associate in Arts (AA) to BS Marketing – Strategic Marketing 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.

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

Additional General Education Courses (13-14 SHC) - An additional 13-14 SHCs of courses should be selected from courses classified as general education within the CAA.		
	Credits	UNCG Equivalent Course
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



Schedule of Courses Upon Admission to UNC Greensboro
Associate in Arts (AA) to Bachelor of Science (BS) Marketing – Strategic Marketing 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	Global Sustainability Elective	3
Fall	Elective	3
	Total semester hours earned:	14
Spring	BUS 315	1
Spring	MKT 320	3
Spring	FIN 315	3
Spring	MGT 301	3
Spring	PHI 261 or PHI 262	3
Spring	Elective	2
	Total semester hours earned:	15

Fall	BUS 415	1
Fall	MKT 422	3
Fall	MKT 424	3
Fall	MKT 309	3
Fall	MGT 330	3
Fall	ECO 300	3
	Total semester hours earned:	16
Spring	MKT 429	3
Spring	MKT 426	3
Spring	MKT elective	3
Spring	MGT 491	3
Spring	SCM 302	3
	Total semester hours earned:	15

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 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.