

## UNC Greensboro Baccalaureate Degree Plan

### Associate in Arts (A.A.) to Bachelor of Science (B.S.) in Marketing: Strategic Marketing Concentration

The Associate in Arts degree shall be granted for a planned program of study consisting of a minimum of 60 semester hours of credit (SHC) of college transfer courses. Within the degree program, the institution shall include opportunities for the achievement of competence in reading, writing, oral communication, fundamental mathematical skills, and the basic computer use.

Courses are approved for transfer through the Comprehensive Articulation Agreement (CAA). Community college graduates must obtain a grade of "C" or better in each course and an overall GPA of at least 2.0 on a 4.0 scale to transfer to UNC Greensboro with a junior status.

<b>GENERAL EDUCATION (45 SHC)</b> The general education common course pathway includes study in the areas of English composition; humanities and fine arts; social and behavioral sciences; natural sciences and mathematics.		
<b>UNIVERSAL GENERAL EDUCATION TRANSFER COMPONENT</b>		
<b>English Composition (6 SHC)</b>		
<i>The following two English composition courses are required.</i>		
ENG 111	Writing & Inquiry	(3 SHC)
ENG 112	Writing/Research in the Disciplines	(3 SHC)
<i>Select three courses from the following from at least 2 different disciplines (9 SHC)</i>		
<b>Communications</b>		
<b>COM 231</b>	<b>Public Speaking (required)</b>	<b>(3 SHC)</b>
<b>Humanities/Fine Arts</b>		
ART 111	Art Appreciation	(3 SHC)
ART 114	Art History Survey I	(3 SHC)
ART 115	Art History Survey II	(3 SHC)
ENG 231	American Literature I	(3 SHC)
ENG 232	American Literature II	(3 SHC)
ENG 241	British Literature I	(3 SHC)
ENG 242	British Literature II	(3 SHC)
MUS 110	Music Appreciation	(3 SHC)
MUS 112	Introduction to Jazz	(3 SHC)
PHI 215	Philosophical Issues	(3 SHC)
PHI 240	Introduction to Ethics	(3 SHC)
<b>Social/Behavioral Sciences (9 SHC)</b>		
<i>Select three courses from the following from at least two different disciplines</i>		
<b>ECO 251</b>	<b>Principles of Microeconomics (required)</b>	<b>(3 SHC)</b>
<b>ECO 252</b>	<b>Principles of Macroeconomics (required)</b>	<b>(3 SHC)</b>
HIS 111	World Civilizations I	(3 SHC)
HIS 112	World Civilizations II	(3 SHC)
HIS 131	American History I	(3 SHC)
HIS 132	American History II	(3 SHC)
POL 120	American Government	(3 SHC)
PSY 150	General Psychology	(3 SHC)
SOC 210	Introduction to Sociology	(3 SHC)

**Math (3-4 SHC)**

The following Math course is required for intended major.

MAT 152 Statistical Methods I (4 SHC)

**Natural Sciences (4 SHC)**

Select 4 SHC from the following course(s):

AST 111 Descriptive Astronomy and AST 111A Descriptive Astronomy Lab (4 SHC)

AST 151 General Astronomy I and AST 151A General Astronomy Lab I (4 SHC)

BIO 110 Principles of Biology (4 SHC)

BIO 111 General Biology I (4 SHC)

CHM 151 General Chemistry I (4 SHC)

GEL 111 Introductory Geology (4 SHC)

PHY 110 Conceptual Physics and PHY 110A Conceptual Physics Lab (4 SHC)

**ADDITIONAL GENERAL EDUCATION HOURS (13-14 SHC)**

An additional 13-14 SHC of courses should be selected from courses classified as general education within the Comprehensive Articulation Agreement. Students should select these courses based on their intended major and UNC Greensboro's Bryan School of Business & Economics additional degree requirements:

**ADDITIONAL BRYAN SCHOOL REQUIREMENTS**

The following NCCC general education course are required for all Bryan School majors:

CIS 110 Intro to Computers (3 SHC)

MAT 263 Brief Calculus (4 SHC)

**Total General Education Hours Required: 45****OTHER REQUIRED HOURS (15 SHC)****Academic Transition (1 SHC)**

The following course is required:

ACA 122 College Transfer Success (1 SHC)

An additional 14 SHC of courses should be selected from courses classified as pre-major, elective or general education courses within the Comprehensive Articulation Agreement. Students should select these courses based on their intended major and UNC Greensboro's Bryan School of Business & Economics additional degree requirements:

**ACC 120 Princ of Financial Accounting (required) (4 SHC)**

**ACC 121 Princ of Mngrl Accounting (required) (4 SHC)**

**Total Semester Hours Credit (SHC) in Associate of Arts Program: 60-61**

**Total Transferable Semester Hours Credit (SHC) to UNCG: 64**