Next Steps

**Freshman Highlights**
- Classes to take: General Education
- Schedule time to meet with an academic advisor in the Students First Office to develop a 4-year plan
- Apply to participate in special interest housing
- Sign up early for tutoring and Supplemental Instruction through Student Success Center
- Log into SpartanCareers to view jobs and start your career
- Review the ExploreIt! Shadow Program

**Sophomore Highlights**
- Classes to take: Academic Major Courses
- Meet with your faculty advisor to ensure you are on track in completing your GEC requirements
- Visit Students First Office to estimate your GPA and review your degree evaluation
- Visit Career Services Center to talk with a Peer Career Ambassador. Time to get your major confirmed and resume started
- Attend Career Services Major Events
- Begin to develop your professional network

**Junior Highlights**
- Discover leadership opportunities through clubs and organizations
- Check out opportunities—Office of Leadership & Service Learning
- Visit Career Services Center to complete your resume, practice interviewing, learn about graduate school, and/or prepare your internship search action plan
- Attend Career Fairs and Employer Information Sessions
- Continue to build your professional network by speaking with faculty, employers, and alumni
- Complete a Course Overload Form in Student First Office if you need to register for more than 18 hours

**Senior Year Highlights**
- Meet with your faculty advisor to finalize your plans
- Apply for graduation via University Registrar - watch out for deadlines
- Take the “Senior Check Up” to see what skills or experiences you should make use of at Career Services
- Start applying to jobs and graduate programs
- Attend Career Fairs
- Network, network, network
Entrepreneurship

WHERE IT CAN TAKE YOU

Sample Work Functions
Those who study this major generally direct their skills, experience, and knowledge toward the following career functional areas:
- Management
- Human Resources
- Operations
- Product Management
- Quality Control
- Financial Analysis
- Sales
- Research/Forecasting
- Consulting

Sample Work Settings
Here is a sample of work settings (or work environments) that might interest someone with this educational background.
- Venture Groups
- Corporations
- Consulting Firms
- Universities & Colleges
- Healthcare
- Federal & State Government
- Non Profit Organizations
- Think Tank/Research
- Business Incubation
- Self-Employment
- Franchise

Sample Salary Information
Salary information below represents median trends for sample job titles, candidate background, and other factors involved in salary negotiation. For more complete information, consult the O*Net and Occupational Outlook Handbook in addition to conducting informational interviews with professionals in the field.

Franchise Owner: $60,000 (varied)
Management Training Program: $50,000 (varied)
Event Planner: $45,000

Organizations Where Our Alumni Have Gone
- Marketing Firms
- Radio Stations
- Banks
- Small Business Development

HOW TO GET THERE

Try on this major
In addition to the courses required for this major, there are several courses within the department that any UNCG student can take as a way to "try on" the major and determine if it's a good fit for you. Talk with your advisor about taking one or more of these courses during your first year:
- ECO 201: Principles of Microeconomics
- ISM 110: Business Computing I
- ACC 201: Financial Accounting
- ENT 201: Creativity, Innovation, and Vision

When to take coursework
Students pursuing a marketing degree are required to take several different courses during their program. To ensure that you stay on track to graduate, talk with your advisor about registering for the right courses.

Campus Organizations & Clubs and Professional Associations
- US Association for Small Business & Entrepreneurship
- Family Firm Institute
- National Collegiate Inventors & Innovators Alliance
- Academy of Management
- Collegiate Entrepreneurs' Organization

Special Interest Housing
Special interest housing communities are residential-based programs designed to enhance the overall undergraduate student experience by fostering one-on-one relationships between faculty, student, and students in a close-knit residence hall environment. Students are encouraged to explore intellectual, cultural, and social interests through experiential activities often linked to the academic curriculum. Students learn with friends, while gaining real-world experience where they live. Special interest housing options include:
- Lloyd International Honors College
- Living-Learning Communities

Past Internship Sites
Note: this is a partial listing of where students have interned in the past. Internships are not guaranteed; work with your academic program and the Career Services Center to strategize your plans for an internship to complement your studies.
- Local Business Incubators
- Nussbaum Center for Entrepreneurship

Sample Graduate Programs
Students graduating from this undergraduate program also look at continuing their education in these sample programs:
- MBA
- Economics and Finance
- International Relations
- Organizational Development
- Leadership
- Strategic Marketing

GPA & Other Requirements
Once you declare a major and select your academic concentration, you want to be sure you are aware of the various GPA and program requirements. Knowing these in advance will help you stay on track each semester and in planning out your long-term goals.

Concentration GPA & Program Requirements Application Procedures
Entrepreneurship • GPA of 2.0 or higher to declare • Required internship to graduate

Sample Minors/Double-Majors
Often, UNCG students may be interested in pursuing a second major or a minor to complement their major. If this is of interest to you, be sure to discuss it with your advisor early on. Some possible minors or majors to consider include:
- Business Administration
- Psychology
- Marketing
- Finance