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
- Check out undergraduate research opportunities
- 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 Theme Weeks
- 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

B.S. in Marketing

Department of Marketing, Entrepreneurship, Hospitality, and Tourism

Career Services Center
http://bae.uncg.edu/meht

Students First
061 McIver Building
336.334.5730
students@uncg.edu
studentsfirst.uncg.edu

The University of North Carolina Greensboro
WHERE IT CAN TAKE YOU

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
- Commercial Banks
- Accounting Firms
- Federal & State Government
- Insurance Industry
- Non Profit Organizations
- Think Tank/Research
- K–12 Education
- Healthcare
- Self-Employment
- Healthcare
- Self-Employment

Sample Salary Information
Salary information below represents median trends for sample job titles and may not account for variables including geography, industry, and experience level. For more complete information, check out the O*Net and Occupational Outlook Handbook.

- Brand Manager: $123,220
- Market Research: $60,800
- PR Specialist: $54,940
- Sales Agents: $74,520
- Fundraiser: $51,380
- Business Intelligence Officer: $82,340

*Additional education may be required.

HOW TO GET THERE

Try on this major
In addition to the courses required for marketing, 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 both of these courses during your first year:

- ACC 201: Financial Accounting
- ECO 201: Principles of Microeconomics
- CST 105: Introduction to Communication Studies
- ISM 110: Business Computing I

When to take coursework
Students pursuing a marketing degree are required to take several different courses. You can begin to take these courses at any time. Check the bulletin for more details.

Campus Organizations & Clubs and Professional Associations
- Beta Gamma Sigma
- Black Business Students Association
- Delta Sigma Pi
- American Marketing Association—Student Chapter

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, staff, 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 all 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.

- Polo Ralph Lauren
- PhotoBiz
- Syngenta
- Royce Too

Sample Graduate Programs
Students graduating from this undergraduate program also look at continuing their education in these sample programs:

- MBA
- Strategic Marketing
- PR/Communications

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:

- Sociology
- Psychology
- Business Administration
- Finance

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.

<table>
<thead>
<tr>
<th>Concentration</th>
<th>GPA &amp; Program Requirements</th>
<th>Application Procedures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>Earn a grade of C or higher in MKT 320 and all marketing classes</td>
<td></td>
</tr>
</tbody>
</table>