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## **UNCG Bryan School Offers New Marketing Major**

**GREENSBORO** – The University of North Carolina at Greensboro will offer a new major in marketing this fall.

The Bryan School of Business and Economics will begin offering a Bachelor of Science in Marketing in Fall 2006. The 122-credit-hour program will be housed in the Department of Business Administration.

Coursework in the BS in marketing will include the following:

- 33 credit hours of pre-admission courses
- 21 credit hours of marketing courses
- 24 credit hours of business foundation courses
- General education requirements and electives
- A foreign language requirement.

In addition to the academic work, students majoring in marketing will participate in experiential learning with courses such as International Marketing and Advanced Marketing Management, both of which require students to put their academic knowledge to use solving real marketing problems for real businesses. These courses, and other practical learning experiences, put Bryan School students to work with businesses in throughout the Triad and the state.

The new major is based on a concentration in marketing in the business administration major that has been offered since 1985.

Students in the Bryan School have already shown great interest in the discipline. In the fall, an estimated 359 students are expected to major in marketing, making it one of the top-five majors at the university in terms of enrollment.

According to the U.S. Bureau of Labor Statistics, “Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase faster than the average for all occupations through 2014, spurred by intense domestic and global competition in products and services offered to consumers.”

To learn more about the Bryan School of Business and Economics, call (336) 334-5338 or visit the web site [www.uncg.edu/bae/](http://www.uncg.edu/bae/). #