

## Marketing UNC Asheville

Minimum of two (2) semester hours is required to fulfill each of the following competencies unless otherwise noted.

Competency		Course Prefix & Number	Course Title	Course Offerings
A	Principles of Marketing	MGMT 350	Marketing Principles	
		MGMT 357	Promotion Management	
B	Global Markets / Trade & Financial Literacy	MGMT 398	International Management	
		MGMT 401	International Marketing	
C	Organizational Resources Management	MGMT 313	Organizational Behavior	
		MGMT 323	Human Resources Management	
D	Entrepreneurship	MGMT 360	Introduction to Entrepreneurship	

Posted: 3/28/2011

Revised: Fall 2010

**Course Offering Codes:**

F=Fall, S=Spring, SS=Summer Session, UD=Upon Demand

e=even years, o=odd years, ^=online

Course typically offered **on campus** if shaded.

**Notes:**

- These are typical course offering schedules. Courses are not guaranteed to be offered at these times.
- Please check with the college/university for course availability each semester.
- Some courses require prerequisites be met prior to registration. An asterisk (\*) denotes a prerequisite course.
- For more information from this institution, click here, <http://www.unca.edu/>