

**MARKETING - PLAN OF STUDY Concentration \_\_\_\_\_ CATALOG YEAR: 2009-2010**

*Marketing majors must choose a concentration in General Marketing (G) or Professional Selling (P).*

Name: \_\_\_\_\_ PeopleSoft ID # \_\_\_\_\_ Anticipated Date of Completion: \_\_\_\_\_  
 \_\_\_\_\_ Month / Year  
 Local Address: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_

***SAMPLE SEQUENCE*** OF REQUIRED COURSES, JUNIOR AND SENIOR YEARS

<u>Fifth Semester</u>	<u>Sixth Semester</u>	<u>Seventh Semester</u>	<u>Eighth Semester</u>
BADM 3001	BLAW 3175 or MGMT 3101	OPIM 3104	MKTG Conc. Req. (G)
ACCT 2101*	MKTG 3208	MGMT 3101 or BLAW 3175	MGMT 4900
MKTG 3101	MKTG 3260**	MKTG Conc. Req. (G)	MGMT 3070W
OPIM 3103C	MKTG 3452 (P)	MKTG Conc. Req. (G)	MKTG 3454 (P)
FNCE 3101		MKTG 3453 (P)	
		BADM 4027	

\***ACCT 2101**: Open to sophomores - should be taken as early as possible.

\*\***MKTG 3260**: Should be taken as early as possible, and is offered in both the fall and spring semesters

**Marketing majors may count no more than 22 credits of Marketing coursework beyond MKTG 3101 toward degree requirements.**

**2.0 RULE FOR GRADUATION:** Business students must earn at least a 2.0 grade point average for the total of all School of Business courses for which they have been registered (i.e., ACCT, BADM, BLAW, HCMG, HSMG, FNCE, MGMT, MKTG, OPIM). Computation of this GPA includes any grades of "F" even if the course has been successfully repeated.

**PASS/FAIL RULE:** No School of Business Course may be placed on PASS/FAIL, even Business Course Electives!

<u>Grade</u>	<u>Dept.</u>	<u>No.</u>	<u>COURSE TITLE</u>	<u>Credits</u>	<u>Additional Business Courses – NOT required</u>			
					<u>Grade</u>	<u>Dept.</u>	<u>No.</u>	<u>Credits</u>
_____	ACCT	2001	Principles of Financial Accounting	3	_____	_____	_____	_____
_____	ACCT	2101	Principles of Managerial Accounting	3	_____	_____	_____	_____
_____	BADM	3001	Mobile Computing Lab I	1	_____	_____	_____	_____
_____	BADM	4072	Career Development in Business	1	_____	_____	_____	_____
_____	BLAW	3175	Legal & Ethical Environment of Business	3	_____	_____	_____	_____
_____	FNCE	3101	Financial Management	3	_____	_____	_____	_____
_____	MGMT	3101	Managerial & Interpersonal Behavior	3	_____	_____	_____	_____
_____	MGMT	3070W	Effective Business Writing	1	<b>Total Elective Credits</b>			
_____	MGMT	4900	Strategy, Policy & Planning (Seniors Only)	3	_____	_____	_____	_____
_____	MKTG	3101	Introduction to Marketing Management	3	_____	_____	_____	_____
_____	OPIM	3103C	Business Information Systems	3	_____	_____	_____	_____
_____	OPIM	3104	Operations Management	3	_____	_____	_____	_____
_____	MKTG	3208	Consumer Behavior	3	_____	_____	_____	_____
_____	MKTG	3260	Marketing Research	3	_____	_____	_____	_____

**In addition, all students majoring in Marketing must choose ONE of the two 9-credit concentrations outlined below.**

**1. GENERAL MARKETING: Credits required = 9**

- \_\_\_\_\_ MKTG 3362 Marketing and Planning Strategy
- \_\_\_\_\_ MKTG/BUS/ECON Elective (3000-4000 level)\*\*\* \_\_\_\_\_
- \_\_\_\_\_ MKTG/BUS/ECON Elective (3000-4000 level)\*\*\* \_\_\_\_\_

**2. PROFESSIONAL SELLING: Credits required = 9**

- \_\_\_\_\_ MKTG 3452 Professional Selling
- \_\_\_\_\_ MKTG 3453 Advanced Professional Selling
- \_\_\_\_\_ MKTG 3454 Sales Management & Leadership

\*\*\*A maximum of 3 credits of internship or professional practice (4891 courses) and independent study (4899 courses) can be counted toward these two concentration requirements.

**Total Required Credits                      45**

**Total Credits Earned – Page One (this page) – 45 credits minimum**                      \_\_\_\_\_  
**Total Credits Earned – Page Two – 60 credits minimum**                                      \_\_\_\_\_  
**Grand Total – 120 credits minimum**    \_\_\_\_\_

**BRING THE SIGNED ORIGINAL TO BUSN 121 DURING THE FIRST FOUR WEEKS OF YOUR LAST SEMESTER.**

Signature of Faculty Advisor \_\_\_\_\_

\_\_\_\_\_ Date

**STUDENTS ARE ULTIMATELY RESPONSIBLE FOR MEETING ALL DEGREE REQUIREMENTS.**

## GENERAL EDUCATION REQUIREMENTS - CATALOG YEAR 2009 - 2010

### Computer Technology Competency

All beginning junior business students at the Storrs Campus are required to participate in the Mobile Computing program by completing a 1-credit computer lab course and OPIM 3103C (BADM 3001 *credit is counted on page one*) BADM 3001 (-)

### Second Language Competency

(any language credits completed as requirements or electives should be listed in the "additional credits" area below)  
 \_\_\_\_\_ completion of the third year level course in; high school in a single foreign language, ancient or modern,  
 \_\_\_\_\_ **or** 2 units/levels of a single foreign language in high school PLUS completion of the Intermediate Level I & II in college,  
 \_\_\_\_\_ **or** completion of two years (four semesters) through the college Intermediate Levels I & II in a single foreign language.

### Writing (W) Competency

ENGL 1010 **or** ENGL 1011 or ENGL 3800 ENGL \_\_\_\_\_  
 MGMT 3070W counts as one writing course, two are required (*MGMT 3070W credit is counted on page one*) MGMT 3070W (-)  
 One additional Writing course of your choice \_\_\_\_\_

### Quantitative (Q) Competency

MATH 1070Q & 1071Q – this is the preferred sequence for business majors  
**or** 1131Q & 1132Q **or** 1120Q & 1121Q & 1122Q **or** 1151Q & 1152Q **or** 2141Q & 2142Q MATH \_\_\_\_\_  
**or** 1131Q & 1070Q **or** 1120Q & 1070Q & 1071Q **or** 1151Q & 1132Q **or** 2141Q & 1070Q MATH \_\_\_\_\_  
**or** 1120Q & 1121Q & 1070Q **or** 1151Q & 1070Q **or** 2141Q & 1132Q ( \_\_\_\_\_ )  
**AND** STAT 1000Q OR 1100Q STAT \_\_\_\_\_

### Content Area One - Arts and Humanities

HIST 1400 HIST 1400 03  
 PHIL 1101 or PHIL 1102 or PHIL 1103 or PHIL 1104 or PHIL 1105 or PHIL 1106 PHIL \_\_\_\_\_ 03

### Content Area Two - Social Sciences

ECON 1201 and 1202 **or** ECON 1200 (ECON 1000 is recommended preparation for ECON 1200) ECON \_\_\_\_\_  
ECON \_\_\_\_\_  
 COMM 1000 or 1100 COMM \_\_\_\_\_ 03  
*(COMM 1100 does not fulfill the Content Area 2, but is recommended for Accounting majors)*

### Content Area Three - Science and Technology

PSYC 1100 PSYC 1100 03  
 A 4-credit laboratory science course from the General Education Group III list \_\_\_\_\_

### Content Area Four - Diversity and Multiculturalism

ANTH 1000 or GEOG 1700 \_\_\_\_\_ 03  
 An additional Content Area #4 course, both ANTH 1000 & GEOG 1700 can be taken \_\_\_\_\_ 03

**A minimum of 60 credits used toward graduation requirements must be comprised of non-business coursework. This 60-credit requirement includes all general education course requirements (above). No more than 9 credits of economics and no more than 6 credits of statistics may be counted as part of these 60 credits. You may have more than 60 credits of non-business course work completed as long as you satisfy the course requirements for your business major on the reverse.**

In addition to the General Education Requirements (above), list any language credits completed (as requirements or electives) and any non-business elective credits you have completed in the spaces below:


**Total all completed non-business credits – minimum 60 credits required here:**

**PASS/FAIL RULE:** The Pass/Fail option may not be used for any course used to meet the General Education Requirements (above), the course requirements for a major, or any course taken within any of the departments of the School of Business including business electives (ACCT, BADM, BLAW, FNCE, HCMG, HSMG, MEM, MGMT, MKTG, or OPIM).

**Please check the General Catalog for specific details regarding your general education requirements, university requirements, and graduation requirements. Students are ultimately responsible for meeting all degree requirements.**