### MARKETING - PLAN OF STUDY

**CATALOG YEAR: 2013-2014**

**Name** ______________________  **PeopleSoft ID#** ___________  **Anticipated Date of Completion (MM/YY)** _________

**Local Address** __________________________  **Phone** (____) ________

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**Instructions for completion:** In the first four weeks of the semester you intend to graduate, list all courses you have taken with the grade earned (or “IP” if in progress, or indicate “Summer” if you intend to take the course after May commencement), have this form signed by your faculty advisor, and submit it to the School of Business Undergraduate Programs Office, in BUSN 121.

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

<table>
<thead>
<tr>
<th>Fifth Semester</th>
<th>Sixth Semester</th>
<th>Seventh Semester</th>
<th>Eighth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM 3001</td>
<td>BLAW 3175 or MGMT 3101</td>
<td>OPIM 3104</td>
<td>MGMT 3362</td>
</tr>
<tr>
<td>ACCT 21011</td>
<td>MGMT 3208</td>
<td>MGMT 3101 or BLAW 3175</td>
<td>MGMT 4900</td>
</tr>
<tr>
<td>MKTG 3101</td>
<td>MKTG 32602</td>
<td>MKTG elective3</td>
<td>BADM 4070W</td>
</tr>
<tr>
<td>OPIM 3103</td>
<td>BADM 4072</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FNCE 3101</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2**ACCT 2101:** Open to sophomores - should be taken as early as possible as it is a pre/co-requisite for FNCE 3101.

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

**MKTG Major Residence Requirement:** MKTG 3208, 3260, and 3362 must be taken in residence at the University of Connecticut. Study Abroad and NSE courses may not be used to meet this requirement.

**Business Residence Requirement:** At least 50% of the business credit hours required for the business degree must be earned while a student at the University of Connecticut. At least 24 credits in 3000-4000 level courses including MGMT 4900 and BADM 4070W must be earned at the University of Connecticut, including no more than three independent study credits and three field study internship credits. Study Abroad and NSE courses may not be used to meet this requirement.

No Marketing major may count more than 22 marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

### MAJOR REQUIRED COURSES:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Dept.</th>
<th>No.</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>_____</td>
<td>ACCT</td>
<td>2001</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>ACCT</td>
<td>21011</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>BADM</td>
<td>3001</td>
<td>Mobile Computing Lab I</td>
<td>1</td>
</tr>
<tr>
<td>_____</td>
<td>BADM</td>
<td>4070W</td>
<td>Effective Business Writing</td>
<td>1</td>
</tr>
<tr>
<td>_____</td>
<td>BADM</td>
<td>4072</td>
<td>Career Development in Business</td>
<td>1</td>
</tr>
<tr>
<td>_____</td>
<td>BLAW</td>
<td>3175</td>
<td>Legal and Ethical Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>FNCE</td>
<td>3101</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>MGMT</td>
<td>3101</td>
<td>Managerial and Interpersonal Behavior</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>MGMT</td>
<td>4900</td>
<td>Strategy, Policy and Planning (Seniors Only)</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>MKTG</td>
<td>3101</td>
<td>Introduction to Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>OPIM</td>
<td>3103</td>
<td>Business Information Systems</td>
<td>3</td>
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<tr>
<td>_____</td>
<td>OPIM</td>
<td>3104</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>MKTG</td>
<td>3208</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>MKTG</td>
<td>32602</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>MKTG</td>
<td>3362</td>
<td>Marketing Planning and Strategy (Seniors Only)</td>
<td>3</td>
</tr>
<tr>
<td>_____</td>
<td>MKTG BUSN/ECON</td>
<td>Elective (3000-4000 level)3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>_____</td>
<td>MKTG BUSN/ECON</td>
<td>Elective (3000-4000 level)3</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Total Required Credits** 45

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**MAJOR 2.0 GPA RULE FOR GRADUATION:** Marketing majors are required to achieve a cumulative 2.0 grade point average for the total of all MKTG courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

**BUSINESS 2.0 GPA RULE FOR GRADUATION:** Students must earn at least a 2.0 grade point average for all credits in School of Business courses numbered 2000-level and above for which they have been registered and at least a 2.0 cumulative grade point average overall.

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**Total Business Credits Earned - Page One (this page) - 45 credits minimum**

**Total Non-Business Credits Earned - Page Two - 60 credits minimum**

**Grand Total - 120 credits minimum**

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<table>
<thead>
<tr>
<th>Signature of Faculty Advisor</th>
<th>Date</th>
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</thead>
</table>

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**STUDENTS ARE ULTIMATELY RESPONSIBLE FOR MEETING ALL DEGREE REQUIREMENTS.**
SCHOOL OF BUSINESS
GENERAL EDUCATION REQUIREMENTS CATALOG YEAR 2013-2014

SAMPLE SEQUENCE FOR BALANCED SEMESTERS OF REQUIRED COURSES FOR FRESHMAN AND SOPHOMORE YEARS
Students should choose an appropriate course sequence with the help of their advisor.

First Semester | Second Semester | Third Semester | Fourth Semester
ENGL 1010/1011/2011/3800 1 | MATH 1071Q 2 | ECON 1201 | ECON 1202
MATH 1070Q 3 | ANTH 1000 or GEOG 1700 | ACCT 2001 4 | STAT 1000Q or 1100Q
PSYC 1100 | COMM 1000 or 1100 | PHIL Course | “W” Writing Course 10
HIST 1400 | 4-credit Lab Science Course | Content Area 4 Course | ACCT 2101 4 or Elective
Elective or Language Course | Elective or Language Course | Elective or Language Course | Elective or Language Course

Grade (or list “IP” for those courses in progress)

SECOND LANGUAGE COMPETENCY: Must be completed by graduation.
_____ passed a third year level course in a single foreign language, ancient or modern; N/A
OR completed 2 units/levels of a single foreign language in high school PLUS Intermediate Levels I & II in college;
OR completed two years (four semesters) through the college Intermediate Levels I & II in a single foreign language.

School of Business CRITICAL REQUIRED COURSES: Must be completed before taking 3000-4000 level Business courses.
_____ ACCT 2001 4
_____ ECON 1201 5
_____ ECON 1202 5
_____ ENGL 1010/1011 or 2011/3800 7
_____ MATH 1070Q 3
_____ MATH 1071Q or 1131Q 8
_____ STAT 1000Q or 1100Q

School of Business GENERAL EDUCATION REQUIRED COURSES: Must be completed by graduation.
_____ ANTH 1000 or GEOG 1700
_____ COMM 1000 or 1100 9
_____ HIST 1400
_____ PHIL 1101 or 1102 or 1103 or 1104 or 1105 or 1106
_____ PSYC 1100

University GENERAL EDUCATION REQUIRED COURSES: Must be completed by graduation.
_____ 4-credit laboratory science course: http://www.catalog.uconn.edu/acad.htm9
_____ 3-credit course from Content Area 4 list: http://www.catalog.uconn.edu/acad.htm4
_____ “W” writing course 10

ELECTIVE COURSES:
Total all completed non-business credits – minimum 60 credits required here:
- The degree in business requires a minimum of 120 degree credits of course work.
- A minimum of 60 credits presented for the degree must be from non-business courses. General education requirements are included in the 60 non-business credits.
- No more than 9 credits of economics and no more than 6 credits of statistics may be counted as part of these 60 credits. Students who wish to minor in economics or statistics may do so, but this may require course work beyond 120 credits to satisfy the requirements of both the major and the minor.

Important Notes:
1 Second language competency requirements should be completed as early as possible.
2 Students may not enroll in 3000-4000 level business courses until they have earned junior standing with 54 or more credits and completed the seven critical required courses.
3 Business students must maintain at least a 2.0 cumulative business GPA (ACCT 2001, ACCT 2101, and all 3000-4000 level business courses).
4 ACCT 2101 may be taken as a junior, however it is recommended by some majors to be taken during the sophomore year.
5 Students may opt to take ECON 1200 to satisfy ECON 1201 and 1202. ECON 1200 is an intensive course ONLY recommended for students who have a successful background in Economics. ECON 1000 is recommended preparation for ECON 1200.
6 Only one of ECON 1201 and 1202 can satisfy a Content Area 2 requirement. Either COMM 1000, ANTH 1000 or GEOG 1700 will fulfill the second requirement.
7 Students who place into ENGL 1004 as a prerequisite for ENGL 1010 or ENGL 1101 (based on their Verbal SAT score: http://placecat.uconn.edu/english.html), can use the ENGL 1004 credits earned towards elective credits. Honors Scholars take ENGL 2101/3800 (ENGL 2011 is required for Sophomore Honors, see http://honors.uconn.edu/).
8 Other Approved Math Sequences:
   - 1131Q & 1132Q
   - 1120Q & 1121Q & 1122Q
   - 1151Q & 1152Q
   - 2141Q & 2142Q
   - 1131Q & 1070Q
   - 1120Q & 1070Q & 1071Q
   - 1151Q & 1132Q
   - 2141Q & 1070Q
   - 1120Q & 1121Q & 1070Q
   - 1151Q & 1070Q
   - 2141Q & 1332Q
   - 1125Q & 1126Q & 1132Q/1070Q
   - 2141Q & 1152Q
9 COMM 1100 does not fulfill Content Area 2, but is recommended for Accounting majors. COMM 1000 is recommended for students interested in pursuing a COMM minor.
10 Students are required to complete TWO “W” courses in addition to ENGL 1010/1011/2011/3800. All business majors will take one writing in the major course in their junior/senior year, either BADM 4070W or BADM 4075W depending on major requirements. Any other subject/course number containing a “W” can be used as the second “W” requirement.
11 The University Computer Competency Requirement is fulfilled with OPIM 3103 and BADM 3001, listed on the reverse side.

Total Non-Business Credits: 

Students are ultimately held responsible for meeting all University and degree requirements.

Please refer to the Undergraduate Catalog for specific details relating to course requirements, descriptions, and restrictions: www.catalog.uconn.edu