**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>ACCT 2101¹</td>
<td>MGMT 3101</td>
<td>OPIM 3104</td>
<td>MGMT 4902</td>
</tr>
<tr>
<td>MKTG 3101</td>
<td>MKTG 3208 or MKTG 3260</td>
<td>BLAW 3175</td>
<td>Additional Course Requirement</td>
</tr>
<tr>
<td>FNCE 3101</td>
<td>OPIM 3103</td>
<td>MKTG 3665</td>
<td>Additional Course Requirement</td>
</tr>
<tr>
<td>BADM 4072 (1 credit)</td>
<td>MKTG 3661</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BADM 4075W</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

¹ACCT 2101: Recommended to take in sophomore year as it is a pre/co-requisite for FNCE 3101.

**DMA Major Residence Requirement:** MKTG 3661, MKTG 3665, and MKTG 3208 or MKTG 3260 must be taken in residence at the University of Connecticut. Education 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 MKTG 4902 and BADM 4075W must be earned at the University of Connecticut, including no more than three independent study credits and three field study internship credits. Education Abroad and NSE courses may not be used to meet this requirement.

**YOUR PLAN WITH REQUIRED COURSES & ELECTIVES, JUNIOR AND SENIOR YEARS**

*Input this plan into your Academic Planner (Student Center > My Academics) in StudentAdmin to confirm all graduation requirements are met.*

<table>
<thead>
<tr>
<th>Term</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>4072</td>
<td>Career Development in Business</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>BADM</td>
<td>4075W</td>
<td>Business Communications</td>
<td>3</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>MKTG</td>
<td>3101</td>
<td>Managerial and Interpersonal Behavior</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MGMT</td>
<td>4902</td>
<td>Strategic Analysis (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>
</tr>
<tr>
<td></td>
<td>OPIM</td>
<td>3104</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKTG</td>
<td>3661²</td>
<td>Marketing and Digital Analytics (Spring only)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKTG</td>
<td>3665</td>
<td>Digital Marketing (Fall only)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKTG</td>
<td>3208 or 3260</td>
<td>Consumer Behavior (Fall only) OR Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

**ADDITIONAL COURSE REQUIREMENT**

Choose three additional 3-credit courses from the following list:

- MKTG 3208 Consumer Behavior (Fall only) *(if not used above)¹*  
- MKTG 3452 Professional Selling (Spring only)  
- MKTG 3757 Strategic Brand Management  
- OPIM 3510 Business Data Analytics I  
- Any 3000/4000-level Business course  

**Additional Credits Required:** 9  

**Total Required Credits** 49

²MKTG 3260, COMM 3000Q, or another research methods course is strongly recommended as preparation for MKTG 3661.

³All DMA majors are encouraged to complete both MKTG 3208 and MKTG 3260.

⁴Accepted Business subject codes include any ACCT, BADM, BLAW, FNCE, HCMi, MKTG, MGMT, or OPIM course for which the student is eligible.

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

**MAJOR 2.0 GPA RULE FOR GRADUATION:** Digital Marketing & Analytics 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.
SCHOOL OF BUSINESS
GENERAL EDUCATION REQUIREMENTS CATALOG YEAR 2015-2016

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

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
Critical Q Course Critical Q Course Critical Q Course1 ACCT 200114
Critical Non-Q or Gen Ed Critical Non-Q or Gen Ed Critical Non-Q or Gen Ed Critical Non-Q or Gen Ed
Gen Ed Gen Ed Gen Ed Gen Ed
Elective/Language1 Elective/Language1 Elective/Language1 Elective/Language1
UNIV 1800/1810 (1 credit) UNIV 1800/1810 (1 credit)

Business Critical Required Courses
Must be completed before taking most 3000/4000 level Business courses

ACCT 20013
ECON 12012,5
ECON 12022,5
ENGL6 1010, 1011, or 2011
MATH7 1070Q
MATH7 1071Q or 1131Q
STAT 1000Q, 1100Q, or 91100

CONTENT AREA PLANNING GRID

CA1 PHIL: Arts/Hum: 2
CA2 2Choose CA2: 2Choose CA2:
CA3 PSYC 1100 Lab Science:
CA4 Int’l: Div./Int’l:

NOTE: Courses fulfilling CA1, CA2, and CA3 must be drawn from at least six different subject areas; courses within each of these CAs must be drawn from two different subjects; one CA4 course can “double dip” with CA1, CA2, or CA3.

Business General Education Required Courses
Complete at least one course from each category by graduation; use with the Content Area planning grid below to ensure you are meeting all University Content Area requirements

Business Arts and Humanities

ECON 2102; HIST 1201, 1400, 15019, 15029, 1800, 3705, or 1600/LLAS 1190

Business Philosophy

PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, or 1175

Business Communication

COMM 10003,8 or 11008

Business Psychology

PSYC 1100

Business International

ANTH 10002; ANTH/HRTS 3153; CLCS 2201; GEOG 17009; 20002; HRTS 1007; NRE 2600; PHIL 1106; POLS 12023,10, 12072; or WGS/SS 11242

Business Diversity or an additional course from the Business International list

AFRA/ANTH 31522; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 15012

University General Education Required Courses
Complete by graduation

Second Language Requirement1

third year level course in high school OR completed through Intermediate Levels I & II in a single foreign language

Laboratory Competency – Content Area 3 (Science and Technology)

One course from the list in catalog: http://catalog.uconn.edu/academic-regulations/#Con

Writing Competency

One “W” writing course, in addition to the “W” course in the major

Social Science2 – Content Area 2

– Use Planning Grid to confirm CA2 requirement is met

Elective Courses:

– The degree in business requires a minimum of 120 degree credits of course work; the typical Business student needs approximately 30 elective credits.
– Out of the 120 credits required, a minimum of 60 credits must be from non-business courses. General education requirements on this sheet can be 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.
– Common ways to earn electives include: taking non-required courses to improve specific skills or competencies, taking language courses, completing a minor, studying abroad, completing a dual degree, pursuing academic certificates from the School of Business, and more.

Important Notes:

1 Second language competency requirements should be completed as early as possible.
2 Notes all courses that are Content Area 2 (Social Sciences) courses. Students must take care to fulfill the University general education requirements by taking at least two Content Area 2 courses from different subject areas. Use the Content Area planning grid above to ensure all University general education requirements are met.
3 All students in the School of Business are held to the Scholastic Standing Requirements as written in the catalog (http://catalog.uconn.edu/2016-2017), which outlines cumulative GPA requirements based on calculable credits of graded coursework. Additionally, all students must earn a minimum of 2.0 in their term grade point average, their cumulative grade point average and all School of Business courses numbered 3000/4000-level plus ACCT 2001 and ACCT 2101.
4 ACCT 2101 may be taken as a junior, however it is recommended by some majors to be taken their fourth term, in which cases students can take ACCT 2001 in their third term.
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 Students who place into ENGL 1003/1004 as a prerequisite for ENGL 1010/1011 (based on their Verbal SAT or TOEFL score: http://placement.uconn.edu/english-placement/), can use the ENGL 1003/1004 credits towards elective education. Honors Scholars take ENGL 2111 (required for Sophomore Honors if no AP credit, see http://honors.uconn.edu/).
7 Other approved math sequences include 1131Q & 1132Q; 1131Q & 1070Q; 1151Q & 1152Q; and 1151Q & 1070Q. See the undergraduate catalog for the full list.
8 COMM 1100 is recommended for Accounting majors. COMM 1000 is recommended for students interested in pursuing a minor in Communication.
9 HIST 1501 and 1502 are recommended for students who have not completed high school level courses in American Government and American History.
10 POLS 1202 are recommended for students who have not completed a High School level course in American Government.

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