### MARKETING - PLAN OF STUDY

**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 2101(^1)</td>
<td>BLAW 3175(^1) or MKTG 3101</td>
<td>MGMT 3101 or BLAW 3175(^1)</td>
<td>MKTG 3362</td>
</tr>
<tr>
<td>MKTG 3101</td>
<td>MKTG 3208</td>
<td>OPIM 3104</td>
<td>MGMT 4900</td>
</tr>
<tr>
<td>OPIM 3103(^1)</td>
<td>MKTG 3260(^3)</td>
<td>MKTG _____</td>
<td>BADM 4070W(^5) (1 credit)</td>
</tr>
<tr>
<td>FNCE 3101(^1)</td>
<td>BUSN 3005(^2) (1 credit)</td>
<td>MKTG _____</td>
<td>MKTG _____ (if completing a concentration)</td>
</tr>
</tbody>
</table>

\(^1\)May be taken prior to fifth semester as these courses are open to sophomores: check the catalog for full pre-requisites

\(^2\)BUSN 3005: take as early as possible, preferably in sophomore year

\(^3\)MKTG 3260: Should be taken as early as possible, and is offered in both the fall and spring semesters

**MAJOR REQUIRED COURSES:**

<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>2101(^1)</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>____</td>
<td>BADM</td>
<td>4070W(^5)</td>
<td>Effective Business Writing</td>
<td>1</td>
</tr>
<tr>
<td>____</td>
<td>BUSN</td>
<td>3005(^5)</td>
<td>Career Development in Business</td>
<td>1</td>
</tr>
<tr>
<td>____</td>
<td>BLAW</td>
<td>3175(^1)</td>
<td>Legal and Ethical Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>____</td>
<td>FNCE</td>
<td>3101(^1)</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(^3)</td>
<td>Business Information Systems</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>3260(^3)</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</td>
<td>_____</td>
<td>Any 3000/4000-level MKTG course(^4)</td>
<td>3</td>
</tr>
<tr>
<td>____</td>
<td>MKTG</td>
<td>_____</td>
<td>Any 3000/4000-level MKTG course(^4)</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Required Credits if no concentration: 44

Total Required Credits if completing a concentration: 47

**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.

**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.

**CONCENTRATION IN DIGITAL MARKETING & ANALYTICS:**

To complete this concentration, Marketing majors must take the following courses and earn a C or better in each:

- MKTG 3661 (Fall only) 3
- MKTG 3665 3
- One of MKTG 3757, 3452, 3625 or 4891\(^4\) 3

**CONCENTRATION IN PROFESSIONAL SALES LEADERSHIP:**

To complete this concentration, Marketing majors must take the following courses and earn a C or better in each:

- MKTG 3452 3
- MKTG 3454 3
- MKTG 4892\(^4\) 3

\(^4\)A maximum of 3 credits of MKTG 4891 (Professional Practice in Marketing), MKTG 4892 (Practicum in Professional Sales) or MKTG 4899 (Independent Study) can be counted toward this requirement.

\(^5\)Course subject and number code for BADM 4070W will be changing to BUSN 3002W

Honors Scholars take MKTG 4996 and 4997W in Senior year.

**PLAN OF STUDY**

MKTG 3208, 3260, and 3362 must be taken in residence at the University of Connecticut. At least 24 credits in 3000/4000 level courses including MGMT 4900 and BADM 4070W\(^5\) must be earned at the University of Connecticut, including no more than three independent study credits and three field study internship credits. Education Abroad courses may not be used to meet this requirement.
SCHOOL OF BUSINESS
GENERAL EDUCATION REQUIREMENTS CATALOG YEAR 2016-2017

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 FIRST AND SECOND YEARS:
Students should choose an appropriate course sequence with the help of their advisor.

<table>
<thead>
<tr>
<th>First Semester/Term</th>
<th>Second Semester/Term</th>
<th>Third Semester/Term</th>
<th>Fourth Semester/Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Q Course</td>
<td>Critical Q Course</td>
<td>Critical Q Course 1</td>
<td>ACCT 2001 3</td>
</tr>
<tr>
<td>Critical Non-Q or Gen Ed</td>
<td>Critical Non-Q or Gen Ed</td>
<td>Critical Non-Q or Gen Ed</td>
<td>Critical Non-Q or Gen Ed</td>
</tr>
<tr>
<td>Gen Ed</td>
<td>Gen Ed</td>
<td>Gen Ed</td>
<td>Gen Ed</td>
</tr>
<tr>
<td>Language/ Elective</td>
<td>Language/ Elective</td>
<td>Language/ Elective/ Business</td>
<td>Language/ Elective/ Business</td>
</tr>
<tr>
<td>UNIV 1800/1810</td>
<td>(1 credit)</td>
<td></td>
<td>BUSN 3005 (1 credit)</td>
</tr>
</tbody>
</table>

Business Critical Required Courses

Must be completed in your first four terms:

- ACCT 2001 3
- ECON 1201 2.5
- ECON 1202 2.5
- ENGL 1010, 1011, or 2011
- MATH 1070Q
- MATH 1071Q or 1131Q
- STAT 1000Q, 1100Q, or 91100

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, 1501 9, 1502 9, 1800, 3705, or 1600/LLAS 1190

Business Philosophy
- PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, or 1175

Business Communication
- COMM 1000 3 or 1100 3

Business Psychology
- PSYC 1100

Business International
- ANTH 1000 2; ANTH/HRTS 3153; CLCS 2201; GEG 1700 2; HRTS 1007 2; NRE 2600; PHIL 1106; POLS 1202 2, 1207 2; or WGSS 1124/2124 2

Business Diversity
- an additional course from the Business International list

- AFRA/ANTH 3152 2; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 1501 2

University General Education Required Courses

Complete by graduation

Second Language Requirement 3
- third year level course in high school OR
- completed through Intermediate Levels I & II in a single foreign language

Laboratory Science – Content Area 3 (Science and Technology)
- One course from the list in catalog: http://catalog.uconn.edu/general-education/

Writing Competency
- One “W” writing course, in addition to ENGL and the “W” course in the major

Social Science
- Content Area 2
- Use Planning Grid to confirm CA2 requirement is met (courses with 7 note a CA2 gen-ed)

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:

*Sample sequence above includes some space for 3000-level Business courses that are open to Business students with sophomore standing. These courses are not required to be taken in the sophomore year to stay on track. Some 3000-level Business courses have multiple criticals as prerequisites, so if a student plans to take them in the sophomore year, it will likely require an adjustment to the critical sequencing. Decisions to include these courses in a student’s sophomore year should be made in consultation with their Academic Advisor.

2 Second language competency requirements should be completed as early as possible.

3 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.

4 All students in the School of Business are held to the Scholastic Standing Requirements as written in the catalog (http://catalog.uconn.edu/school-of-business/#Sch), which outlines cumulative GPA requirements based on calculated 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.

5 It is suggested that a student have all Critical Q courses complete before taking ACCT 2001, which is common for students with AP or summer credits. Accounting majors are recommended to take ACCT 2001 in their third term, and ACCT 2101 in their fourth term, so that they are prepared for the 3000-level ACCT coursework in their fifth term.

6 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.

7 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 credits. Honors Scholars take ENGL 2011 (required for Sophomores) Honors if no AP credit, see http://honors.uconn.edu/.

8 Other approved math sequences include 1131Q & 1132Q, 1131Q & 1070Q, 1151Q & 1152Q, and 1151Q & 1070Q. See the undergraduate catalog for the full list.

9 COMM 1100 is recommended for Accounting majors. COMM 1000 is recommended for students interested in pursuing a COMM minor.

10 HIST 1501 and 1502 are recommended for students who have not completed high school level courses in American Government and American History

POL 1202 is 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.