### MAJOR REQUIRED SCHOOL OF BUSINESS COURSES:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Dept</th>
<th>No.</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td></td>
<td>ACCT</td>
<td>2001</td>
<td>Principles of Financial Accounting</td>
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<td></td>
<td>ACCT</td>
<td>2101</td>
<td>Principles of Managerial Accounting</td>
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<td></td>
<td>BADM</td>
<td>4075W</td>
<td>Business Communications</td>
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<td></td>
<td>BADM</td>
<td>4072</td>
<td>Career Development in Business</td>
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<td>BLAW</td>
<td>3175</td>
<td>Legal and Ethical Environment of Business</td>
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<td>MGMT</td>
<td>3101</td>
<td>Financial Management</td>
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<td></td>
<td>MGMT</td>
<td>3101</td>
<td>Managerial and Interpersonal Behavior</td>
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<td>MGMT</td>
<td>4902</td>
<td>Strategic Analysis (Seniors Only)</td>
<td>3</td>
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<td>MKTG</td>
<td>3101</td>
<td>Introduction to Marketing Management</td>
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<tr>
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<td>OPIM</td>
<td>3103</td>
<td>Business Information Systems</td>
<td>3</td>
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<td>OPIM</td>
<td>3104</td>
<td>Operations Management</td>
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**Total Core Credits:** 31

### MARKETING REQUIREMENTS

<table>
<thead>
<tr>
<th>Credits Required</th>
<th>Course Title</th>
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<tr>
<td></td>
<td>MKTG 3665 Digital Marketing</td>
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<td></td>
<td>MKTG 3661 Marketing and Digital Analytics (Spring only)</td>
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<tr>
<td></td>
<td>MKTG 3208 Consumer Behavior</td>
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**OR MKTG 3260 Marketing Research**

### SELECT SCHOOL OF BUSINESS ELECTIVES

<table>
<thead>
<tr>
<th>Credits Required</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MKTG 3208 Consumer Behavior (if not used above)</td>
<td>MKTG 3260 Marketing Research (if not used above)</td>
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<tr>
<td></td>
<td>MKTG 3452 Professional Selling</td>
<td>MKTG 3625 Integrated Marketing Communication in the Digital Age</td>
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<td>MKTG 3757 Strategic Brand Management</td>
<td>MKTG 4891 Professional Practice in Marketing</td>
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<td>OPIM 3510 Business Data Analytics I</td>
<td>OPIM 3511 Business Data Analytics II</td>
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<td>OR 3000/4000-level School of Business course</td>
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**Total Required Credits:** 49

### MAJOR 2.0 GPA RULE FOR GRADUATION:

Digital Marketing and 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.

Refer to the 2015-2016 Undergraduate Catalog when available (anticipated in summer 2015, at catalog.uconn.edu) to confirm requirements.