

MARKETING - PLAN OF STUDY

CATALOG YEAR: 2010-2011

Name: _____ PeopleSoft ID # _____ Anticipated Date of Completion: _____

Local Address: _____ Phone: (____) _____
 Month / Year

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 3362
ACCT 2101 ¹	MKTG 3208	MGMT 3101 or BLAW 3175	MGMT 4900
MKTG 3101	MKTG 3260 ²	MKTG Elective ³	BADM 4070W
OPIM 3103	BADM 4027	MKTG Elective ³	
FNCE 3101			

¹**ACCT 2101:** Open to sophomores - should be taken as early as possible as it is a pre/co-requisite for FNCE 3101

²**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.

****MAJOR REQUIRED COURSES:**

<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 ¹	Principles of Managerial Accounting	3	_____	_____	_____	_____
_____	BADM	3001	Mobile Computing Lab I	1	_____	_____	_____	_____
_____	BADM	4070W	Effective Business Writing	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	Total Elective Credits			
_____	MGMT	4900	Strategy, Policy & Planning (Seniors Only)	3	_____	_____	_____	_____
_____	MKTG	3101	Introduction to Marketing Management	3	_____	_____	_____	_____
_____	OPIM	3103	Business Information Systems	3	_____	_____	_____	_____
_____	OPIM	3104	Operations Management	3	_____	_____	_____	_____
_____	MKTG	3208	Consumer Behavior	3	_____	_____	_____	_____
_____	MKTG	3260 ²	Marketing Research	3	_____	_____	_____	_____
_____	MKTG	3362	Marketing and Planning Strategy	3	_____	_____	_____	_____
_____	MKTG/BUS/ECON	Elective (3000-4000 level) ³	_____	3	_____	_____	_____	_____
_____	MKTG/BUS/ECON	Elective (3000-4000 level) ³	_____	3	_____	_____	_____	_____
Total Required Credits				45				

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

****MKTG 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 and all courses used to fulfill major requirements as listed above for which they have been registered (including grades for repeated courses) at the University of Connecticut, excluding grades and credits for independent studies and internships.

BUSINESS 2.0 RULES FOR GRADUATION: Students must earn at least a **cumulative** 2.0 grade point average for the total of **all** School of Business courses for which they have been registered, including grades for repeated course.

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.

