

MARKETING - PLAN OF STUDY

CATALOG YEAR: 2012-2013

Name: _____ PeopleSoft ID # _____ Anticipated Date of Completion: _____
 _____ Month / Year
 Local Address: _____ Phone: (____) _____

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 4072	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

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.

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</u>			
					<i>(NOT required)</i>			
					<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	_____	_____	_____	_____
_____	MGMT	4900	Strategy, Policy & Planning (Seniors Only)	3	_____	_____	_____	_____
_____	MKTG	3101	Introduction to Marketing Management	3	Total Credits _____			
_____	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 the major.

****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.

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.

SCHOOL OF BUSINESS

GENERAL EDUCATION REQUIREMENTS CATALOG YEARS 2012-2013

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 ENGL 1010/1011/3800/2011 ⁷ MATH 1070Q ⁸ PSYC 1100 HIST 1400 Elective or Language Course	Second Semester MATH 1071Q ⁸ ANTH 1000 or GEOG 1700 COMM 1000 or 1100 4-credit Lab Science Course Elective or Language Course	Third Semester ECON 1201 ACCT 2001 ³ PHIL Course Content Area 4 Course Elective or Language Course	Fourth Semester ECON 1202 STAT 1000QC or 1100QC “W” Writing Course ¹⁰ ACCT 2101 ⁴ or Elective Elective or Language Course
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Grade	Category Satisfied	Credits
SECOND LANGUAGE COMPETENCY¹: Must be completed by graduation.		
_____ passed a third year level course in high school in a single foreign language, ancient or modern;	Second Language Competency	NA
OR _____ completed 2 units/levels of a single foreign language in high school PLUS <u>Intermediate Level I & II</u> in college;		___
OR _____ completed two years (four semesters) through the college <u>Intermediate Levels I & II</u> in a single foreign language.		___

School of Business CRITICAL REQUIRED COURSES²: Must be completed before taking 3000/4000-level Business Courses.		
_____ ACCT 2001 ³	Major Requirement	NA
_____ ECON 1201 ⁵	Content Area 2: Social Sciences	___
_____ ECON 1202 ⁵	Content Area 2: Social Sciences ⁶	___
_____ ENGL 1010/1011/3800/2011 ⁷	Writing Competency	___
_____ MATH 1070Q ⁸	Q Competency	___
_____ MATH 1071Q or 1131Q ⁸	Q Competency	___
_____ STAT 1000Q or 1100Q	Q Competency	___

School of Business GENERAL EDUCATION REQUIRED COURSES: Must be completed by graduation.		
_____ ANTH 1000 or GEOG 1700	Content Area 2 and 4	___
_____ COMM 1000 or 1100 ⁹	Content Area 2: Social Sciences (1000 only) ⁹	___
_____ HIST 1400	Content Area 1: Arts and Humanities	___
_____ PHIL 1101 or 1102 or 1103 or 1104 or 1105 or 1106	Content Area 1: Arts and Humanities	___
_____ PSYC 1100	Content Area 3: Science and Technology	___

University GENERAL EDUCATION REQUIRED COURSES: Must be completed by graduation.		
_____ 4-credit laboratory science course: http://www.catalog.uconn.edu/acad.htm#3	Content Area 3: Science and Technology	___
_____ 3-credit course from Content Area 4 List: http://www.catalog.uconn.edu/acad.htm#4	Content Area 4: Diversity and Multiculturalism	___
_____ “W” writing course ¹⁰	Writing Competency	___

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.

<u>Grade</u>	<u>Elective Courses</u>		<u>Credits</u>
	<u>Subject</u>	<u>No.</u>	
_____	_____	_____	___
_____	_____	_____	___
_____	_____	_____	___
_____	_____	_____	___
_____	_____	_____	___
_____	_____	_____	___
_____	_____	_____	___
_____	_____	_____	___
_____	_____	_____	___

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 their seven critical courses.
- ³ Business students must maintain at least a 2.0 cumulative business GPA (ACCT 2001, ACCT 2101 and all 3000+ 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. COMM 1000, ANTH 1000 or GEOG 1700 must fulfill the second requirement.
- ⁷ Students who place into ENGL 1004 as a prerequisite for ENGL 1010 or ENGL 1011 (based on their Verbal SAT score: <http://placement.uconn.edu/english.html>), can use the ENGL 1004 credits earned towards elective credits.
- 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 & 1132Q
	1125Q & 1126Q & 1132Q/1070Q		2141Q & 1152Q

Total Non-Business Credits: _____

- 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. ENGL 1010/1011/3800 do not fulfill this requirement. One will be satisfied by BADM 4070W taken junior/senior year for all business majors, except for BSBA majors who take BADM 4075W. Any other course number containing a “W” can be used as the second requirement.
- ¹¹ The University Computer Competency Requirement is fulfilled with OPIM 3103 and BADM 3001, listed on the reverse side.

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