

Students are ultimately responsible for ensuring all degree requirements are met.

- Refer to the **Undergraduate Catalog** for course descriptions and details relating to all requirements, including alternate MATH and ECON selections. (catalog.uconn.edu)
- Refer to the **School of Business website** for recommendations, FAQs, and other helpful information. (undergrad.business.uconn.edu/advising/gen-eds)
- All students should regularly run their **Academic Requirements Report in StudentAdmin** to monitor progress towards degree requirements. Students graduating are encouraged to submit their **final plan of study through StudentAdmin** once they have completed registration for their final term, or within the first two weeks of their final term to allow for time to make adjustments to their schedules if necessary. (studentadmin.uconn.edu/help/students)

SAMPLE SEQUENCE FOR FIRST TWO YEARS

This includes some space for 3000-level Business courses that are open to Business students with sophomore standing (see page 2). 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.

First Semester

A "Q" Critical (MATH or STAT)
Another Critical (ENGL¹/ECON)
Gen Ed
Language/Elective
UNIV 1800/1810/1784 (1 credit)

Second Semester

A "Q" Critical (MATH or STAT)
Another Critical (ENGL¹/ECON)
Gen Ed
Gen Ed
Language/Elective

Third Semester

MATH or STAT or ACCT 2001
Remaining Critical
Gen Ed
Gen Ed
Language/Elective/Business

Fourth Semester

ACCT 2001 or other Business
Remaining Critical or Gen Ed
Gen Ed
Gen Ed
Language/Elective/Business

¹Students who place into ENGL 1003/1004 as a prerequisite for ENGL 1010/1011 (based on SAT or TOEFL score: placement.uconn.edu/english-placement) can use the ENGL 1003/1004 credits towards elective credits. It is recommended that Honors Scholars take ENGL 2011 in place of ENGL 1010/1011 (see honors.uconn.edu/).

Required Elective Courses: A degree in business requires a minimum of 120 credits, including electives. At least 60 of the 120 credits must be from non-business subjects (gen-eds are included in the 60 non-business calculation). The typical Business student needs approximately 30 elective credits, and electives should be distributed throughout all terms. Common ways to earn electives include: taking non-required courses to improve specific skills or competencies, taking language courses, studying abroad, completing a minor in a non-Business or Business subject, completing a dual degree, and more.

Scholastic Standing Requirement: All students in the School of Business are held to the Scholastic Standing Requirements as written in the catalog, which outlines cumulative GPA requirements based on calculable credits of graded coursework and requires all critical courses to be complete by the end of the student's fourth term. 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 3000/4000-level courses plus 2000-level Accounting courses.

YOUR PLAN FOR FIRST TWO YEARS, INCLUDING ALL CRITICALS, MOST GEN-EDS, & SOME ELECTIVES

First Semester

Second Semester

Third Semester

Fourth Semester

Business Critical Required Courses

Must be completed in your first four terms:

- _____ ACCT 2001
- _____ ECON 1201
- _____ ECON 1202
- _____ ENGL¹ 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 to ensure you are meeting all University Content Area requirements

Business Arts and Humanities

- _____ HIST 1201, 1400, 1501/W, 1502/W, 1600(LLAS 1190/W), 1800, 3705; or ECON 2102/W

Business Philosophy

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

Business Communication

- _____ COMM 1000² or 1100

Business Psychology

- _____ PSYC 1100

Business International

- _____ ANTH 1000/W²; ANTH/HRTS 3153/W; CLCS 2201; GEOG 1700², 2000²; HRTS 1007²; NRE 2600; PHIL 1106; POLS 1202/W², 1207²; or WGSS 2124²

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 1501/W²

University General Education Required Courses

Complete by graduation

Second Language Requirement

- _____ third year level course in high school OR completed through Intermediate Level II in a single foreign language

Laboratory Science – Content Area 3 (Science and Technology)

- _____ One lab course from the list in the catalog: <http://catalog.uconn.edu/general-education/>

Writing Competency

- _____ One "W" writing-intensive course, in addition to ENGL and "W" course in the major

Social Science² – Content Area 2

- _____ Use Planning Grid to confirm CA2 requirement is met (courses with ² note a CA2 gen-ed)

CONTENT AREA PLANNING GRID

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

Courses fulfilling CA1, CA2, and CA3 must be drawn from at least six different subject areas; one CA4 course can "double dip" with CA1, CA2, or CA3.

²Notes all courses that are Content Area 2 (Social Sciences) courses. Students must take care to fulfill the University gen-ed 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.

DIGITAL MARKETING & ANALYTICS

PLAN OF STUDY

CATALOG YEAR: 2018-2019

Please check most recent Plan of Study document for updated Fall only/Spring only notes
 See EUROBIZ.uconn.edu to see this Business Plan of Study integrated with German Studies
 See undergrad.business.uconn.edu/sbp (Spanish Business Program) to see it integrated with Spanish

SAMPLE SEQUENCE FOR LAST TWO YEARS WITH REQUIRED BUSINESS COURSES ONLY

<u>Fifth Semester</u>	<u>Sixth Semester</u>	<u>Seventh Semester</u>	<u>Eighth Semester</u>
ACCT 2101	MKTG 3208 or 3260	MKTG 3665	MGMT 4902
MKTG 3101	MKTG 3661	<i>Additional Course Requirement</i>	<i>Additional Course Requirement</i>
BUSN 3005 (1 credit)	BUSN 3003W	*Business Core	<i>Additional Course Requirement</i>
*Business Core	*Business Core	*Business Core	_____
_____	*Business Core	_____	_____
_____	_____	_____	_____

*Business Core can be taken in any order, and are indicated with an asterisk in the list below.

BUSN 3005: Take as early as possible, preferably in sophomore year.

^SOpen to Sophomores: May be taken prior to fifth semester as they are open to sophomores, check the catalog for full pre-requisites. BUSN 3003W should be taken early.

^RResidence Requirement: MKTG 3661, 3665, and 3208 or 3260 must be taken in residence at the University of Connecticut. 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 4902 and BUSN 3003W 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.

GPA Rule for Graduation: A minimum cumulative 2.0 GPA in all major courses, all Business courses, and all graded courses is required for graduation. See catalog for details.

YOUR PLAN WITH REQUIRED BUSINESS, REMAINING GEN-EDS, & REMAINING ELECTIVES

<u>Fifth Semester</u>	<u>Sixth Semester</u>	<u>Seventh Semester</u>	<u>Eighth Semester</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Business Core and Capstone – 31 credits							
<u>Dept.</u>	<u>No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Dept.</u>	<u>No.</u>	<u>Course Title</u>	<u>Credits</u>
_____	ACCT 2001	Principles of Financial Accounting	3	_____	*MGMT 3101 ^S	Managerial and Interpersonal Behavior	3
_____	ACCT 2101 ^S	Principles of Managerial Accounting	3	_____	MGMT 4902 ^R	Strategic Analysis (Seniors only)	3
_____	*BLAW 3175 ^S	Legal and Ethical Env. of Business	3	_____	MKTG 3101	Introduction to Marketing Management	3
_____	BUSN 3003W ^{SR}	Business Communications	3	_____	*OPIM 3103 ^S	Business Information Systems	3
_____	BUSN 3005 ^S	Career Development in Business	1	_____	*OPIM 3104	Operations Management	3
_____	*FNCE 3101 ^S	Financial Management	3				

Major Required Courses – 18 credits			
<u>Dept.</u>	<u>No.</u>	<u>Course Title</u>	<u>Credits</u>
_____	MKTG 3661 ^R	Marketing and Digital Analytics (Spring only) MKTG 3260, COMM 3000Q, or another research methods course is strongly recommended as preparation for MKTG 3661	3
_____	MKTG 3665 ^R	Digital Marketing (Fall only)	3
_____	MKTG 3208 ^R or 3260 ^R	Consumer Behavior (Fall only) OR Marketing Research	3

Additional Course Requirement³ – three 3-credit courses from the following list
DMA majors are strongly encouraged to take both MKTG 3208 and 3260

<u>Dept.</u>	<u>No.</u>	<u>Course Title</u>	<u>Credits</u>
_____	MKTG 3208 ^R or 3260 ^R	Consumer Behavior (Fall only) OR Marketing Research (whichever is not used above)	3
_____	MKTG 3452	Professional Selling (Spring only)	3
_____	MKTG 3625	Integrated Marketing Comm in Digital Age (Fall only)	3
_____	MKTG 3757	Strategic Brand Management	3
_____	MKTG 4891	Professional Practice in Marketing	3
_____	OPIM 3510	Business Data Analytics I	3
_____	OPIM 3511	Business Data Analytics II	3
_____	_____	A 3000/4000-level School of Business course (Any ACCT, BADM, BUSN, BLAW, FNCE, HCMI, MKTG, MGMT, or OPIM course for which you are eligible are accepted)	3

Total Required Business Credits	49
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