General Education Requirements for College of Liberal Arts and Sciences and School of Business

**Content Area One: Arts and Humanities**  Five courses, including one from each of the areas A-D and a fifth course from any area A-E (courses must be from at least four different academic units).

- **Area A (Arts):** SPAN 3250
- **Area B (Literature):** SPAN 3232, 3267W
- **Area C (History)/Business Arts and Humanities (Choose one):** ECON 2102; HIST 1201, 1400, 1501, 1502, 1800, 3705, or 1600/LLAS 1190 *(if students take ECON 2102 they must also take a History course)*
- **Area D (Philosophy & Ethical Analysis)/Business Philosophy (Choose one):** PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, or 1175
- **Area A—E:** Choose one additional non-Spanish class from areas A-E.

**Content Area Two: Social Sciences**

- **Business Communication:** COMM 1000 *(if students take COMM 1100 instead of COMM 1000, they must account for a second CA2 course)*
- **Business Critical Course:** ECON 1201 *(complete within first four terms)* or ECON 1202 *(complete within first four terms)*

**Content Area Three: Science and Technology**

- **Business Psychology:** PSYC 1100
- **Laboratory Science (Choose one):** list of BIOL/CHEM/GEOG/GSCI/MARN/PHYS in catalog: catalog.uconn.edu/general-education/

**Content Area Four: Diversity and Multiculturalism**

- **Business International (Choose one):** ANTH 1000; ANTH/HRTS 3153; CLCS 2201; GEOG 1700, 2000; HRTS 1007; NRE 2600; PHIL 1106; POLS 1202, 1207; or WGSS 1124/2124
- **Business Diversity** *(or an additional course from the Business International list) (Choose one):* AFRA/ANTH 3152; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 1501

**Quantitative Competency**

- **Business Critical Course:** MATH 1070Q *(complete within first four terms)*
- **Business Critical Course:** MATH 1071Q or 1131Q *(complete within first four terms)*
- **Business Critical Course:** STAT 1000Q, 1100Q, or 91100 *(complete within first four terms)*

**Writing Competency**

- **Business Critical Course:** ENGL 1010, 1011, or 2010 *(complete within first four terms)*
- **BUSN 3002W**
- **SPAN W course**

**Second Language Requirement**

- Students who have not completed at least three years of a single language in high school are required to pass the Intermediate level II course of a language (generally requiring four semesters of language courses.) Spanish majors who have not completed this requirement in high school must pass SPAN 1001, SPAN 1002, SPAN 1003, and SPAN 1004.

**Important Notes Regarding Business Major Requirements**

- Other approved math sequences include 1131Q & 1132Q; 1131Q & 1070Q; 1151Q & 1152Q; or 1151Q & 1070Q. See the undergraduate catalog for the full list.
- Students who place into ENGL 1003/1004 as a prerequisite for ENGL 1010/1011 *(based on SAT or TOEFL score: http://placement.uconn.edu/english-placement/)* can use the ENGL 1003/1004 credits towards elective credits. Honors students take ENGL 2011 in place of ENGL 1010/1011.
- MAJOR 2.0 GPA RULE FOR GRADUATION: DMA 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.
- Please see **http://catalog.uconn.edu/school-of-business/#Sch** for all School of Business Scholastic Standing (GPA) requirements.
- Honors students take MKTG 4996 and 4997W in final year.

**Residence Requirements**

- **School of Business:** At least 24 credits in 3000/4000 level courses including MGMT 4902 and BUSN 3003W must be earned in residence at the University, including no more than three independent study credits and three field study internship credits. At least 50% of the business credit hours required for the business degree must be earned while a student at the University of Connecticut. With the exception of UConn Faculty-Led Programs, Education Abroad courses may not be used to meet this requirement. In addition to the School of Business residence requirements for all majors, a Digital Marketing & Analytics major must complete MKTG 3661, MKTG 3665, and MKTG 3208 or MKTG 3209 in residence at the University of Connecticut. Study Abroad courses do not count as in residence for the School of Business.
- **College of Liberal Arts and Sciences:** Students must earn a minimum of 30 credits in residence toward a degree at the University (study abroad courses count as in residence for CLAS). Students desiring to transfer credits should be aware of residence requirements in the individual schools and colleges, and should request necessary permissions in advance. Students seeking exceptions to any additional residence requirements of a school or college must petition the dean or director of the appropriate program from which they will earn their degree.
- **Spanish Major:** A minimum of 12 of the major credits must consist of Spanish courses taken in residence.

**Dual Degree Requirements**

- Both CLAS and Business require a minimum of 120 credits to earn a bachelor’s degree. To obtain the dual degree, students must complete at least 30 credits in addition to the 120.
### Spanish Major Required Courses

- **A.** SPAN 3178, 3240W, or 3293
- **B.** SPAN 3230, 3231, 3232, 3233, 3234, 3242
- **C.** Group 1 (Literature) - Choose 2 (not used to satisfy Requirement B)
  - SPAN 3293 (Contemporary Literature) Taken in Madrid
- **D.** Group 2 (Culture) - Choose 2 Courses
  - SPAN 3179, 3200, 3201, 3204, 3205, 3206, 3207, 3208, 3214, 3250, 3251, 3252, 3254, 3293, 4200W
- **E.** Group 3 (Language & Communication) - Choose 2 (not used to satisfy Requirement A or B)
  - SPAN 3110, 3170, 3177, 3178(W), 3179, 3204, 3240W, 3241, 3242, 3267W, 3293, 4200W

**F.** 12 additional 2000, 3000, 4000-level related courses from programs other than Spanish

- Related Course (3)
- Related Course (3)
- Related Course (3)
- Related Course (3)

**36 Total Required Credits**

### Digital Marketing & Analytics Major Required Courses

- **ACCT 2001 (3)** Business Critical Course (complete within first four terms)
- **ACCT 2101 (3)** Business Core
- **BLAW 3175 (3)** Business Core
- **BUSN 3003W (3)* Business Core
- **BUSN 3005 (1)** Business Core
- **FNCE 3101 (3)** Business Core
- **MGMT 3101 (3)** Business Core
- **MGMT 4902(3) Business Core**
- **MKTG 3101 (3)** Business Core
- **MKTG 3103 (3)** Business Core
- **MKTG 3104 (3) Business Core, Taken in Madrid**
- **MKTG 3661 (3)**
- **MKTG 3665 (3)*
- **MKTG 3208* or 3260 (3)
- **Choose three additional 3-credit courses:** MKTG 3208 (3)*, MKTG 3260 (3)*, MKTG 3452 (3), MKTG 3625 (3), MKTG 3757 (3), MKTG 4891 (3), OPIM 3510 (3), OPIM 3511 (3), and/or one 3000/4000-level Business course (MGMT 4893 taken in Madrid may be used)

**49 Total Required Major Credits**

No DMA major may count more than 22 marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

All DMA majors are encouraged to complete both MKTG 3208 and MKTG 3260.

### Sample Sequence

<table>
<thead>
<tr>
<th>First Semester/Fall</th>
<th>Second Semester/Spring</th>
<th>Third Semester/Fall</th>
<th>Fourth Semester/Spring</th>
<th>Fifth Semester/Fall</th>
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<tbody>
<tr>
<td>ENGL 1010, 1011, or 2011 (4)*</td>
<td>MATH 1070Q (3)*</td>
<td>SPAN 3293 (3)</td>
<td>ACCT 2001 (3)*</td>
<td>ACCT 2101 (3)</td>
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<tr>
<td>ECON 1202 (CA2) (3)*</td>
<td>ECON 1201 (3)*</td>
<td>SPAN 1003 (4)</td>
<td>COMM 1000 (3)*</td>
<td>BUSN 3005 (1)</td>
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<tr>
<td>SPAN 1001 (4)</td>
<td>SPAN 1002 (4)</td>
<td>Lab Science (4)</td>
<td>SPAN 3004 (4)</td>
<td>MKTG 3101 (3)</td>
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<td>STAT 1000Q or 1200Q (4)*</td>
<td>Business History (CA1C) (3)</td>
<td>Business Philosophy (CA1D) (3)</td>
<td>Business Core (3)</td>
<td>Business Core (3)</td>
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<td>UNIV 1800 or 1810 (1)</td>
<td>PSYC 1100 (3)</td>
<td>14 credits</td>
<td>Business International (CA4) (3)</td>
<td>SPAN 3178 (3)</td>
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<tr>
<td><strong>16 credits</strong></td>
<td><strong>16 credits</strong></td>
<td><strong>14 credits</strong></td>
<td><strong>16 credits</strong></td>
<td><strong>16 credits</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Sixth Semester/Spring</th>
<th>Seventh Semester/Fall</th>
<th>Eighth Semester/Spring</th>
<th>Ninth Semester/Fall</th>
<th>Tenth Semester/Spring</th>
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<tbody>
<tr>
<td>MKTG 3661 (3)</td>
<td>MKTG 3665 (3)</td>
<td>SPAN 3293 (3)</td>
<td>MKTG 3208 or 3260 (3)</td>
<td>MKTG _____ (3)</td>
</tr>
<tr>
<td>Business Core (3)</td>
<td>Business Core (3)</td>
<td>SPAN Group 3 Course (3)</td>
<td>MKTG _____ (3)</td>
<td>MKTG 4902 (3)</td>
</tr>
<tr>
<td>SPAN 3232 (CA1B) (3)</td>
<td>SPAN Group 2 Course (3)</td>
<td>SPAN Related Course (3)</td>
<td>SPAN Group 3 Course (3)</td>
<td>BUSN 3003W (3)</td>
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<tr>
<td>SPAN Related Course (3)</td>
<td><strong>15 credits</strong></td>
<td><strong>15 credits</strong></td>
<td><strong>16 credits</strong></td>
<td><strong>15 credits</strong></td>
</tr>
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</table>

**Total Credits in Sample Sequence: 156**

*Note: The University requires a minimum of 150 credits for dual degrees. Students will need to determine how to best fulfill the credits needed to reach 150.*

*Note: Students who have already completed Intermediate Spanish II prior to the first semester must account for 16 more credits.*

*Residence Requirement: MKTG 4902, BUSN 3003W, MKTG 3661, 3665, and 3208 or 3260 must be taken in residence at the University of Connecticut. Please see Catalog.uconn.edu/school-of-business/digital-marketing-analytics/ for the full Residence Requirement.

*Students seeking admission to the School of Business must complete or be enrolled in these courses when applying. Please see undergrad.business.uconn.edu/applying for other details regarding admissions and minimum requirements.*

*Students are ultimately held responsible for meeting all University and degree requirements.*