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

- Refer to the **Undergraduate Catalog** for course descriptions and details regarding 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/academics/gen-eds)
- All students should regularly run their **Academic Requirements Report in StudentAdmin** to monitor progress towards degree requirements. Graduating students 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). Note that these courses are not necessarily 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 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 an Academic Advisor.

First Semester	Second Semester	Third Semester	Fourth Semester
A "Q" Critical (MATH or STAT)	A "Q" Critical (MATH or STAT)	MATH or STAT or ACCT 2001	ACCT 2001 or other Business
Another Critical (ENGL[1]/ECON)	Another Critical (ENGL[1]/ECON)	Remaining Critical	Remaining Critical or Gen Ed
Gen Ed	Gen Ed	Gen Ed	Gen Ed
Language/Elective	Gen Ed	Gen Ed	Gen Ed
UNIV 1800/1810/1784 *(1 credit)*	Language/Elective	Language/Elective/Business	Language/Elective/Business

[1]Students who place into ENGL 1003/1004 as a prerequisite for ENGL 1007/1010/1011 (based on UConn's Guided Placement Survey results, or standardized test scores: placement.uconn.edu/english-placement) can use the ENGL 1003/1004 credits towards elective credits.

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 Scholastic Standing Requirements as written in the Undergraduate Catalog, which outlines cumulative, term, and Business GPA requirements and requires all critical courses to be complete by the end of the student's fourth term. (catalog.uconn.edu/school-of-business)

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

*Complete all **in your first four terms***

- _____ ACCT 2001
- _____ ECON 1201[2]
- _____ ECON 1202[2]
- _____ ENGL[1] 1007, 1010, or 1011
- _____ MATH 1070Q
- _____ MATH 1071Q or 1131Q
- _____ STAT 1000Q, 1100Q, or 91100

CONTENT AREA PLANNING GRID		
CA1	PHIL:	BUSN Arts/Hum:
CA2	[2]*Choose CA2:*	[2]*Choose CA2:*
CA3	**PSYC 1100**	Lab Science:
CA4	BUSN Int'l:	BUSN Div./Int'l:

STUDENTS MUST TAKE CARE TO MEET ALL UNIVERSITY REQUIREMENTS.

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.**

[2] Notes all courses that are Content Area 2 (Social Sciences) courses. Students must be sure to take 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.

Business Second Language Requirement

*Complete **by graduation**, begin **as early as possible** if not completed in high school*

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

Business General Education Required Courses

*Complete at least one course from each category **by graduation***

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

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

Business Communication
- _____ COMM 1000[2] or 1100

Business Psychology
- _____ PSYC 1100

Business International
- _____ ANTH 1000/W[2]; ANTH/HRTS 3153W; CLCS 2201; GEOG 1700[2], 2000[2]; HRTS 1007[2]; NRE 2600E; PHIL 1106; POLS 1202[2], 1207[2]; or WGSS 2124[2]

Business Diversity
- _____ *Additional from international list above or* AFRA/ANTH 3152[2]; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 1501/W[2]

University General Education Required Courses

*Complete at least one course from each category **by graduation***

Environmental Literacy
- _____ One "E" environmental literacy course, noted with an "E" at the end of the number

Laboratory Science – Content Area 3-LAB
- _____ One lab course from the list in the catalog: catalog.uconn.edu/general-education

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

Social Science[2] – Content Area 2
- _____ Use Planning Grid to confirm CA2 requirement is met *(courses with [2] note a CA2 gen-ed)*

MARKETING
PLAN OF STUDY
Offered only at Storrs Campus

SAMPLE SEQUENCE FOR LAST TWO YEARS WITH REQUIRED BUSINESS COURSES ONLY

Fifth Semester	**Sixth Semester**	**Seventh Semester**	**Eighth Semester**
ACCT 2101	MKTG 3208	MKTG 3000/4000-level	MKTG 3362
MKTG 3101	MKTG 3260	MKTG 3000/4000-level	MGMT 4900
BUSN 3005 *(1 credit)*	*Business Core	*Business Core	MKTG 3000/4000-level *(if completing a conc.)*
*Business Core	BUSN 3004W *(2 credits)*	*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 and 3004W: Take as early as possible, preferably in sophomore or junior year.
MKTG 3260: Should be taken as early as possible, and is offered in both the fall and spring semesters.
Limit on MKTG credits: No Marketing major may count more than 22 Marketing credits beyond MKTG 3101 toward those credits presented for degree requirements. Additionally, a maximum of three (3) credits of MKTG 4881, 4882, or 4899 can be counted toward the 3000-4000 level courses in marketing requirement.
[S]**Open to Sophomores**: May be taken prior to fifth semester as they are open to sophomores. Check the catalog for full pre-requisites.
[R]**Residence Requirement**: MKTG 3208, 3260, and 3362 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 4900 and BUSN 3004W 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.
Students in UConn Honors Program: Must take MKTG 4997W in Senior year.
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

Fifth Semester	**Sixth Semester**	**Seventh Semester**	**Eighth Semester**
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Business Core and Capstone – 30 credits

	Dept.	No.	Course Title	Credits		Dept.	No.	Course Title	Credits
page 1 _____	ACCT	2001	Principles of Financial Accounting	3	_____	*MGMT	3101[S]	Managerial and Interpersonal Behavior	3
_____	ACCT	2101[S]	Principles of Managerial Accounting	3	_____	MGMT	4900[R]	Strategy, Policy & Planning (Seniors only)	3
_____	*BLAW	3175[S]	Legal and Ethical Env. of Business	3	_____	MKTG	3101	Introduction to Marketing Management	3
_____	BUSN	3004W[SR]	Business Writing and Communication	2	_____	*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 – 15 credits (18 credits with concentration)
A maximum of three credits of MKTG 4891, 4892, or 4899 can be counted toward this requirement

	Dept.	No.	Course Title	Credits
_____	MKTG	3208[R]	Consumer Behavior	3
_____	MKTG	3260[R]	Marketing Research	3
_____	MKTG	3362[R]	Marketing Planning and Strategy (Seniors Only)	3
_____	MKTG	_____	Any 3000/4000-level MKTG course (or conc. course)	3
_____	MKTG	_____	Any 3000/4000-level MKTG course (or conc. course)	3
_____	MKTG	_____	Third concentration course, only if completing concentration	3

Total Required Business Credits without a concentration	**45**
Total Required Business Credits with a concentration	**48**

Optional Concentration
Declare at undergrad.business.uconn.edu/forms

Digital Marketing and Analytics Concentration
A grade of C or better in each of the following:
- MKTG 3661 *(MKTG 3260, COMM 2000Q/3000Q, or another research methods course is strongly recommended as preparation for MKTG 3661)*
- MKTG 3665
- One 3 credit 3000/4000 level MKTG Course

Professional Sales Leadership Concentration
A grade of C or better in each of the following:
- MKTG 3452
- MKTG 3454
- MKTG 4882

Internships in Marketing

The Marketing Department offers two for-credit internship programs: Marketing (MKTG 4881) and Professional Sales (MKTG 4882). These internships are designed to provide students with professional experience in the world of marketing and sales, build valuable professional relationships, and open the door for future employment opportunities. Internship courses are offered during summer session, fall semester, and winter intersession, with field work usually completed in the summer before senior year or the winter before the student's last semester. For more information, visit the Marketing Department website.