

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](http://catalog.uconn.edu))
- Refer to the **School of Business website** for recommendations, FAQs, and other helpful information. ([undergrad.business.uconn.edu/academics/gen-eds](http://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](http://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

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

### Second Semester

A "Q" Critical (MATH or STAT)  
Another Critical (ENGL<sup>1</sup>/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

<sup>1</sup>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](http://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](http://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<sup>2</sup>
- \_\_\_\_\_ ECON 1202<sup>2</sup>
- \_\_\_\_\_ ENGL<sup>1</sup> 1007, 1010, or 1011
- \_\_\_\_\_ MATH 1070Q
- \_\_\_\_\_ MATH 1071Q or 1131Q
- \_\_\_\_\_ STAT 1000Q, 1100Q, or 91100

### 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<sup>2</sup> or 1100

#### Business Psychology

\_\_\_\_\_ PSYC 1100

#### Business International

\_\_\_\_\_ ANTH 1000/W<sup>2</sup>; ANTH/HRTS 3153W; CLCS 2201; GEOG 1700<sup>2</sup>, 2000<sup>2</sup>; HRTS 1007<sup>2</sup>; NRE 2600E; PHIL 1106; POLS 1202<sup>2</sup>, 1207<sup>2</sup>; or WGSS 2124<sup>2</sup>

#### Business Diversity

\_\_\_\_\_ Additional from international list above or AFRA/ANTH 3152<sup>2</sup>; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 1501/W<sup>2</sup>

### 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](http://catalog.uconn.edu/general-education)

#### Writing Competency

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

#### Social Science<sup>2</sup> – Content Area 2

\_\_\_\_\_ Use Planning Grid to confirm CA2 requirement is met (courses with <sup>2</sup> note a CA2 gen-ed)

CONTENT AREA PLANNING GRID		
CA1	PHIL:	BUSN Arts/Hum:
CA2	<sup>2</sup> Choose CA2:	<sup>2</sup> Choose CA2:
CA3	PSYC 1100	Lab Science:
CA4	BUSN Int <sup>1</sup> :	BUSN Div./Int <sup>1</sup> :

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.

<sup>2</sup>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.

# MARKETING MANAGEMENT

CATALOG YEAR: 2021-2022

## PLAN OF STUDY

Please consult with Academic Advisors as not all business classes are offered each academic semester.

Offered at Hartford and Stamford Campuses

### SAMPLE SEQUENCE FOR LAST TWO YEARS WITH REQUIRED BUSINESS COURSES ONLY

**Fifth Semester**

ACCT 2101  
MKTG 3101  
BUSN 3005 (1 credit)  
\*Business Core

**Sixth Semester**

MKTG 3208  
MKTG 3260  
\*Business Core  
\*Business Core

**Seventh Semester**

MKTG 3000/4000-level  
BUSN 3003W  
\*Business Core  
\*Business Core

**Eighth Semester**

MKTG 3000/4000-level  
MKTG 3000/4000-level  
MGMT 4902

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

**BUSN 3005 and 3003W:** Take as early as possible, preferably in sophomore or junior year.

**Limit on MKTG credits:** No Marketing Management major may count more than 22 Marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

**Open to Sophomores:** May be taken prior to fifth semester as they are open to sophomores. Check the catalog for full pre-requisites.

**Residence Requirement:** MKTG 3208, 3260, and one of the three additional MKTG courses 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.

**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**

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**Sixth Semester**

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**Seventh Semester**

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**Eighth Semester**

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\_\_\_\_\_

**Business Core and Capstone – 31 credits**

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

**Major Required Courses – 15 credits**

Check with department for updated Fall/Spring Only offerings.

Dept.	No.	Course Title	Credits	
____	MKTG	3208 <sup>R</sup>	Consumer Behavior	3
____	MKTG	3260 <sup>R</sup>	Marketing Research	3
____	MKTG	____ <sup>R</sup>	Any 3000/4000-level MKTG (or concentration) course	3
____	MKTG	____	Any 3000/4000-level MKTG (or concentration) course	3
____	MKTG	____	Any 3000/4000-level MKTG (or concentration) course	3

**Optional Concentration**

Declare at [undergrad.business.uconn.edu/forms](http://undergrad.business.uconn.edu/forms)

**Digital Marketing and Analytics Concentration**

A grade of C or better in each of the following:

- MKTG 3661
- MKTG 3665
- One 3000/4000 level MKTG course

**Total Required Business Credits 46**

**Internships in Marketing**

The Marketing Department offers a for-credit internship course (Internship in Marketing, MKTG 4881) for Marketing Management majors. Internships are designed to provide students with professional experience in the world of marketing, 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.