

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. ([kb.uconn.edu/space/SAS](http://kb.uconn.edu/space/SAS))

## 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/ECON)  
Gen Ed  
Language/Elective  
UNIV 1800/1810/1784 (1 credit)

### Second Semester

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

### Third Semester

ACCT/BUSN 3005\* (1 credit)  
MATH or STAT or ACCT 2001  
Remaining Critical  
Gen Ed(s)  
Language/Elective/Business

### Fourth Semester

BUSN 3005\* (if not already done; 1 credit)  
ACCT 2001 or other Business  
Remaining Critical or Gen Ed  
Gen Ed(s)  
Language/Elective/Business

\*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, and work their way towards completing ENGL 1007/1010/1011.

\*ACCT 3005 is only offered in Fall terms and required for all Accounting majors. BUSN 3005 is generally offered Fall and Spring terms and required for all non-Accounting majors.

**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.

**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
- \_\_\_\_\_ ECON 1202
- \_\_\_\_\_ ENGL 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>CA2</sup> or 1100

#### Business Psychology

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

#### Business International

\_\_\_\_\_ ANTH 1000/W<sup>CA2</sup>; ANTH/HRTS 3153W; CLCS 2201; GEOG 1700<sup>CA2</sup>, 2000<sup>CA2</sup>; HRTS 1007<sup>CA2</sup>; NRE 2600E; PHIL 1106; POLS 1202<sup>CA2</sup>, 1207<sup>CA2</sup>; or WGSS 2124<sup>CA2</sup>

#### Business Diversity

\_\_\_\_\_ Additional from international list above or AFRA/ANTH 3152<sup>CA2</sup>; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 1501/W<sup>CA2</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 – Content Area 2

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

### CONTENT AREA PLANNING GRID

CA1	PHIL:	BUSN Arts/Hum:
CA2	ECON 1201/2 or Choose CA2:	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.

<sup>CA2</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

CATALOG YEAR: 2022-2023

## PLAN OF STUDY

Please check most recent Plan of Study document for updated Fall only/Spring only notes

Offered only at Storrs Campus

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

#### Fifth Semester

ACCT 2101  
MKTG 3101  
BUSN 3005 (if not already done; 1 credit)  
\*Business Core  
\*Business Core

#### Sixth Semester

MKTG 3208  
MKTG 3260  
\*Business Core  
BUSN 3004W (2 credits)

#### Seventh Semester

MKTG 3000/4000-level  
MKTG 3000/4000-level  
\*Business Core  
\*Business Core

#### Eighth Semester

MKTG 4362  
MENT 4900  
MKTG 3000/4000-level (if completing a conc.)

\*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.

**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 4362 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 MENT 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 BUSN 4897W or MKTG 4996 and 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 – 30 credits

page 1	Dept.	No.	Course Title	Credits	Dept.	No.	Course Title	Credits
	ACCT	2001	Principles of Financial Accounting	3	*MENT	3101 <sup>S</sup>	Managerial and Interpersonal Behavior	3
	ACCT	2101 <sup>S</sup>	Principles of Managerial Accounting	3	MENT	4900 <sup>R</sup>	Strategy, Policy & Planning (Seniors only)	3
	*BLAW	3175 <sup>S</sup>	Legal and Ethical Env. of Business	3	MKTG	3101	Introduction to Marketing Management	3
	BUSN	3004W <sup>SR</sup>	Business Writing and Communication	2	*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 (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 <sup>R</sup>	Consumer Behavior	3
_____	MKTG 3260 <sup>R</sup>	Marketing Research	3
_____	MKTG 4362 <sup>R</sup>	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

<b>Total Required Business Credits without a concentration</b>	<b>45</b>
<b>Total Required Business Credits with a concentration</b>	<b>48</b>

#### 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.

#### 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 3260, COMM 2000Q, 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

#### Social Responsibility and Impact in Business Concentration

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

- MKTG 3252
- MKTG 3254
- One 3 credit 3000/4000 level MKTG course