UCONN | SCHOOL OF BUSINESS

CATALOG YEAR 2023-2024 DEGREE REQUIREMENTS

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 at the latest, 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)

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)	ACCT/BUSN 3005* *(1 credit)*	BUSN 3005* *(if not already done; 1 credit)*
Another Critical (ENGL^/ECON)	Another Critical (ENGL^/ECON)	MATH or STAT or ACCT 2001	ACCT 2001 or other Business
Gen Ed	Gen Ed	Remaining Critical	Remaining Critical or Gen Ed
Language/Elective	Gen Ed	Gen Ed(s)	Gen Ed(s)
UNIV 1800/1810/1784 *(1 credit)*	Language/Elective	Language/Elective/Business	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) 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, see "elective requirement" box below for guidance. 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)

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

Use the boxes below, and the Academic Requirements Report in StudentAdmin, to confirm all University requirements are met.

CONTENT AREA PLANNING GRID *(from 7 depts)*		
CA1 *from two different depts*	PHIL:	BUSN Arts/Hum:
CA2 *from two different depts*	**ECON 1201/2** *or Choose CA2:*	*Choose CA2:*
CA3 *from two different depts*	**PSYC 1100**	Lab Science:
CA4 *one can overlap with other CAs*	BUSN Int'l:	BUSN Div./Int'l:

ELECTIVE REQUIREMENT: elective credits (courses not listed on this plan of study) are required to meet the minimum **60 non-Business credits** and the minimum **120 credits total**. *Business credits come from department codes: ACCT, BADM, BUSN, BLAW, FNCE, HCMI, MEM, MENT/MGMT, MKTG, and OPIM*

NOTE ADDITIONAL NON-BUSINESS CREDITS REQUIRED: Credits on this page, with the exception of ACCT 2001, count as non-Business credit.	*credits*
NOTE ADDITIONAL CREDITS (Business or non-Business credits) **REQUIRED:** Combine page 1 and page 2 to determine additional credits needed to get to 120 total.	*credits*

The typical Business student needs *approximately 30 elective credits*, but this amount can vary depending on multiple factors.

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 and University 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, 1109, or 1175

Business Communication
_____ COMM 1000[CA2] or 1100

Business Psychology
_____ PSYC 1100

Business International
_____ ANTH 1000/W[CA2]; ANTH/HRTS 3153W; CLCS 2201; GEOG 1700[CA2], 2000[CA2]; HRTS 1007[CA2]; NRE 2600E; PHIL 1106; POLS 1202[CA2], 1207[CA2]; or WGSS 2124[CA2]

Business Diversity
_____ Any additional Content Area 4 course

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 *(page 2)*

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

MARKETING MANAGEMENT

PLAN OF STUDY

CATALOG YEAR: 2023-2024

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	Sixth Semester	Seventh Semester	Eighth Semester
ACCT 2101	MKTG 3208	MKTG 3000/4000-level	MKTG 3000/4000-level
MKTG 3101	MKTG 3260	BUSN 3003W	MKTG 3000/4000-level
BUSN 3005 *(if not already done; 1 credit)*	*Business Core	*Business Core	MENT 4902
*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 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.

Courses open to Sophomores: Many 3000-level courses may be taken prior to the fifth semester if open and available. Confirm pre-requisites for each course in the catalog.

[R]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 MENT 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 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

IMPORTANT: Consult with an Academic Advisor at your campus to determine course availability by campus at least two semesters ahead for proper planning

Fifth Term	Sixth Term	Seventh Term	Eighth Term
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Business Core and Capstone – 31 credits

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

Major Required Courses – 15 credits

Check with department for updated Fall/Spring Only offerings.

	Dept.	No.	Course Title	Credits
_____	MKTG	3208[R]	Consumer Behavior	3
_____	MKTG	3260[R]	Marketing Research	3
_____	MKTG	_____[R]	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

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.

Optional Concentration

Declare on Undergraduate Programs Forms Website

Digital Marketing and Analytics Concentration

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

- MKTG 3661
- MKTG 3665
- One 3 credit 3000/4000 level MKTG course