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 Standard Advisement 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.

**YOUR PLAN** FOR FIRST TWO YEARS, INCLUDING ALL CRITICALS, MOST GEN-EDS, & SOME ELECTIVES

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
<th>Third Semester</th>
<th>Fourth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>A “Q” Critical (MATH or STAT)</td>
<td>A “Q” Critical (MATH or STAT)</td>
<td>ACCT/BUSN 3005^1 (1 credit)</td>
<td>BUSN 3005* (if not already done; 1 credit)</td>
</tr>
<tr>
<td>Another Critical (ENGL/ECON)</td>
<td>Another Critical (ENGL/ECON)</td>
<td>MATH or STAT or ACCT 2001</td>
<td>ACCT 2001 or other Business</td>
</tr>
<tr>
<td>Gen Ed</td>
<td>Gen Ed</td>
<td>Remaining Critical</td>
<td>Remaining Critical or Gen Ed</td>
</tr>
<tr>
<td>Language/Elective</td>
<td>Language/Elective</td>
<td>Language/ElectiveBusiness</td>
<td>Language/ElectiveBusiness</td>
</tr>
</tbody>
</table>

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. At least 60 of the 120 credits must be from non-business subjects. Requirements on page 1 & 2 of this document do not add up to 120, so students must integrate additional elective credits to meet the minimum 120 total credits. See “elective requirement” box below for guidance.

**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/undergraduate/business)

**YOUR PLAN** FOR FIRST TWO YEARS, INCLUDING ALL CRITICALS, MOST GEN-EDS, & SOME ELECTIVES

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
<th>Third Semester</th>
<th>Fourth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>____________________</td>
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</tr>
</tbody>
</table>

**Business Critical Required Courses**

Complete all in your first four terms

- ACCT 2001
- ECON 1201 or ARE 1150*
- ECON 1202
- ENGL 1007, 1010, or 1011
- MATH 1070Q
- MATH 1071Q or 1131Q
- STAT 1000Q, 1100Q, or 91100

*Business faculty recommend ECON 1201, not ARE 1150

**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

<table>
<thead>
<tr>
<th>Business Arts and Humanities</th>
<th>Business Philosophy</th>
<th>Business Communication</th>
<th>Business Psychology</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 1201, 1400, 1501/W, 1502/W, 1600/W (LLAS 1190/W), 1800, 3705; or ECON 2102/W</td>
<td>PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1109, or 1175</td>
<td>COMM 1000C^2 or 1100</td>
<td>PSYC 1100</td>
</tr>
</tbody>
</table>

**Business International**

- ANTH 1000/W^C^2; ANTH/HRTS 3153W; CLCS 2201; GEOG 1700F^A^2, 2000F^A^2; HRTS 1007C^2; NRE 2600E; PHIL 1106; POLS 1202^A^2, 1207^A^2; or WISS 2124C^A^2

**Business Diversity**

- Additional from international list above or AFRA/ANTH 3152^C^2; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 1501/W^C^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 (page 2)

- Social Science – Content Area 2
  - Use Planning Grid to confirm CA2 requirement is met (courses with C^A^2 note a CA2 gen-ed)
### PLAN OF STUDY

**YOUR PLAN**

Students in UConn Honors Program

**Residence Requirement**

Courses open to Sophomores

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.

**Limit on MKTG credits**

BUSN 3005 and 3004W

*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.

**MARKETING CATALOG YEAR: 2024-2025**

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

- ACCT 2001
- MKTG 3208
- MKTG 3260

*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.

**BUSN 3005 and 3004W:** These courses 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 the 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.

**YOUR PLAN**

WITH REQUIRED BUSINESS, REMAINING GEN-EDS, & REMAINING ELECTIVES

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

<table>
<thead>
<tr>
<th>Fifth Semester</th>
<th>Sixth Semester</th>
<th>Seventh Semester</th>
<th>Eighth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2101</td>
<td>MKTG 3208</td>
<td>MKTG 3000/4000-level</td>
<td>MKTG 4362</td>
</tr>
<tr>
<td>MKTG 3101</td>
<td>MKTG 3260</td>
<td>MKTG 3000/4000-level</td>
<td>MENT 4900</td>
</tr>
<tr>
<td>BUSN 3005</td>
<td>*Business Core</td>
<td>*Business Core</td>
<td>MENT 4900</td>
</tr>
<tr>
<td>*Business Core</td>
<td>BUSN 3004W (2 credits)</td>
<td>*Business Core</td>
<td>MENT 4900</td>
</tr>
<tr>
<td>*Business Core</td>
<td></td>
<td></td>
<td>MENT 4900</td>
</tr>
</tbody>
</table>

*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.

**BUSN 3005 and 3004W:** These courses 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 the 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.

**BUSN 3005 and 3004W:** These courses 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 the 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.

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**BUSINESS Core and Capstone – 30 credits**

<table>
<thead>
<tr>
<th>Dept.</th>
<th>No.</th>
<th>Course Title</th>
<th>Credits</th>
<th>Dept.</th>
<th>No.</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>2001</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
<td>MENT</td>
<td>3011</td>
<td>Managerial and Interpersonal Behavior</td>
<td>3</td>
</tr>
<tr>
<td>ACCT</td>
<td>2101</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
<td>MENT</td>
<td>4900R</td>
<td>Strategic Management (Seniors only)</td>
<td>3</td>
</tr>
<tr>
<td>BLAW</td>
<td>3175</td>
<td>Legal and Ethical Env. of Business</td>
<td>3</td>
<td>MKTG</td>
<td>3011</td>
<td>Introduction to Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>BUSN</td>
<td>3004W</td>
<td>Business Writing and Communication</td>
<td>2</td>
<td>OPIM</td>
<td>3013</td>
<td>Business Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>BUSN</td>
<td>3005</td>
<td>Career Development in Business</td>
<td>1</td>
<td>OPIM</td>
<td>3014</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td><em>FNC</em></td>
<td>3101</td>
<td>Financial Management</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Major Required Courses – 15 credits (18 credits with concentration)**

A maximum of three credits of MKTG 4881, 4882, or 4899 can be counted toward this requirement.

<table>
<thead>
<tr>
<th>Dept.</th>
<th>No.</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG</td>
<td>3208</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG</td>
<td>3260</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG</td>
<td>4362</td>
<td>Marketing Planning and Strategy (Seniors Only)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG</td>
<td></td>
<td>Any 3000/4000-level MKTG course (or conc. course)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG</td>
<td></td>
<td>Any 3000/4000-level MKTG course (or conc. course)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG</td>
<td></td>
<td>Third concentration course, only if completing concentration</td>
<td>3</td>
</tr>
</tbody>
</table>

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

**Total Required Business Credits with a concentration** 48

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**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 the 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.

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**Optional Concentration**

Declare at undergrad.business.uconn.edu/forms

**Digital Marketing and Analytics Concentration**

- MKTG 3661 (MKTG 3260, COMM 2900Q, or another research methods course is strongly recommended as preparation for MKTG 3661)
- MKTG 3665
- One 3 credit 3000/4000 level MKTG course

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

- MKTG 3452
- MKTG 3454
- 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
- One 3 credit 3000/4000 level MKTG course

A grade of “S” in a concentration course is also acceptable

**Social Responsibility and Impact in Business Concentration**

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

- Two from the following list: MKTG 3252#, 3253#, 3254#, 3255#, or 3258#
- One 3 credit 3000/4000 level MKTG course

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

Page 2