

MARKETING

PLAN OF STUDY

Offered only at Storrs Campus

PROGRAM REQUIREMENT TERM: **2025-2026**

NOTE your remaining required credits from page 1: and be sure to reach the minimum 120 total credits for graduation

SAMPLE SEQUENCE FOR LAST TWO YEARS WITH REQUIRED BUSINESS COURSES ONLY

Boxes below note common sequencing considerations, but not all. If you change anything from the sequence, check pre-requisites in the [catalog](#) to confirm graduation timeline.

Fifth Semester	Sixth Semester	Seventh Semester	Eighth Semester
ACCT 2101	MKTG 3208	MKTG 3000/4000-level	MKTG 4362
MKTG 3101	MKTG 3260^	MKTG 3000/4000-level	MENT 4900
BUSN 3005 (if not already done; 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 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.

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](#).

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: Honors in the Major requires 15 honors credits including a designated honors section of MENT 4900 and honors thesis course (BUSN 4897W, or MKTG 4996 and 4997W). Students submit a preliminary honors plan of study with these courses included early in their Junior year. More information at uconn.edu/BU-honors.

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 UNIVERSITY REQUIREMENTS, AND ELECTIVES

Fifth Term	Sixth Term	Seventh Term	Eighth Term

Business Common Body of Knowledge (*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	*MENT	3101	Managerial and Interpersonal Behavior	3
ACCT	2101	Principles of Managerial Accounting	3	MENT	4900 ^R	Strategic Management (Seniors only)	3
*BLAW	3175	Legal and Ethical Env. of Business	3	MKTG	3101	Introduction to Marketing Management	3
BUSN	3004W ^R	Business Writing and Communication	2	*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 (18 credits with concentration)

A maximum of three credits of MKTG 4881, 4882, 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	4362 ^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

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.

*For students admitted to graduate level courses

Students who take graduate level versions of undergraduate courses may use those in place of the undergraduate version of the course. See [course descriptions](#) for details.

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

The requirement for two 3000-4000 level courses in marketing can be met with a grade of "S" in a concentration course, or by completing any of the optional concentrations in Marketing even if non-marketing courses are used to complete the concentration.

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
- One 3-credit 3000/4000 level MKTG course

Social Responsibility and Impact in Business Concentration[#]

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

- Two from the following list: BLAW 3252/5252, BLAW 3253/5253, BLAW 3254/5254, MKTG 3255/5255, or MKTG 3258/5258
- One 3-credit 3000/4000 level MKTG course or an additional course from the list above

Please choose appropriate Page 1 to follow based on your requirements

New UConn students who begin at UConn summer or Fall 2025 (or later) follow **Common Curriculum Requirements** and should plan with “Business Common Curriculum Requirements Page 1.”

Continuing UConn students who begin at UConn Spring 2025 (or earlier) can continue to follow the **General Education Requirements** and can plan with “Business Gen-Ed Requirements Page 1” OR, may opt to advance their **career requirement term** (previously known as “catalog year”) to the Common Curriculum Requirements and follow “Business Common Curriculum Requirements Page 1” with no impact to major requirements (because the **program requirement term** will not change). Details on this change are found at this link: undergrad.business.uconn.edu/academics/cc-gen-ed/

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

- Refer to the **Undergraduate Catalog** for course descriptions and details for 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)
- 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 second year to stay on track (Accounting majors should plan to take both ACCT 2001 and 2101 in their second year). Some 3000-level Business courses have criticals as prerequisites, so if a student plans to take them early, it will likely require an adjustment to the critical sequencing. The student should discuss their plan with an Academic Advisor.

First Semester

A "Q" Critical (MATH or STAT)
Another Critical (COMM/ENGL/ECON)
TOI course
Language/Elective
UNIV 1800/1810/1784 (1 credit)

Second Semester

A "Q" Critical (MATH or STAT)
Another Critical (COMM/ENGL/ECON)
TOI course
TOI course
Language/Elective

Third Semester

ACCT/BUSN 3005^A (1 credit)
MATH or STAT or ACCT 2001
Remaining Critical
TOI course
Language/Elective/Business

Fourth Semester

BUSN 3005^A (if not already done; 1 credit)
ACCT 2001 or other Business
Remaining Critical or TOI course
TOI course
Language/Elective/Business

^AStudents who place into ENGL 1003/1004 can use those credits as elective credits as they work their way up to completing ENGL 1007. ^AACCT 3005 is only offered in Fall terms and required for all Accounting majors. BUSN 3005 is generally offered Fall & 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.

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 COMMON CURRICULUM COURSES, & SOME ELECTIVES

First Term

Second Term

Third Term

Fourth Term

Business Critical Required Courses

Complete all **by the end of your fourth term**

- _____ ACCT 2001
- _____ COMM 1000 (TOI-2, TOI-5) or 1100*
- _____ ECON 1201 (TOI-5, TOI-6) or ARE 1150**
- _____ ECON 1202 (TOI-5, TOI-6)
- _____ ENGL 1007, 1010, or 1011
- _____ MATH 1070Q
- _____ MATH 1071Q or 1131Q***
- _____ STAT 1000Q or 1100Q

*COMM 1100 recommended for ACCT majors

**Business faculty recommend ECON 1201, not ARE 1150

***MATH 1131Q only recommended for students pursuing Math further through minors or dual degree

Use this Plan of Study, along with the Standard Advisement Report in StudentAdmin, to confirm all University requirements are met.

BUSINESS – Total Units (Credits)

120 Units (Credits) Required (dual degree requires minimum 138 credits)		
	Taken*	Needed
60 Units (Credits) Non-Business Required (courses not taught in, or cross-listed with, Business departments)		
	Taken*	Needed

*Standard Advisement Report includes all enrolled credits in this taken calculation, including in-progress and future enrollments

Remaining elective credits can be calculated using the above numbers, along with remaining required credits on page 1 & 2:

The typical Business student needs approximately 30-35 elective credits, but this amount can vary depending on multiple factors.

University Common Curriculum Required Courses (40 minimum credits)

Complete all **by graduation** - confirm requirements are met with Standard Advisement Report (SAR), noting that the SAR includes all enrolled credits, including in-progress and future enrollments

Topics of Inquiry (TOI) minimum 21 credits, across at least 6 different Academic Departments

TOI-1: Creativity: Design, Expression, Innovation

_____ At least 3 credits

TOI-2: Cultural Dimensions of Human Experiences

_____ At least 3 credits

TOI-3: Diversity, Equity, and Social Justice

_____ At least 3 credits

TOI-4: Environmental Literacy

_____ At least 3 credits

TOI-5: Individual Values and Social Institutions

_____ At least 3 credits

TOI-6: Scientific and Empirical Inquiry - Laboratory

_____ At least 3 credits must be a laboratory course designated as TOI-6L

21 Total Credits: courses can double dip across TOIs, but need a minimum of 21 TOI credits

_____ Note total TOI credits here:

Focus Area: at least 9 credits (3 courses) from one TOI, or an approved Theme

_____ Note TOI or Theme here:

Six Different Subject Areas: must come from (or be cross-listed with) at least 6 departments

_____ Note total subject areas here:

Competencies

Second Language^S → If not already satisfied by third year level course in high school, then _____ complete through **Intermediate Level II** in a language other than English

^SThis is the School of Business requirement, which requires coursework beyond the University requirement

Writing → ENGL plus two "W" courses: one within major (page 2), and one you choose

_____ "W" Writing Intensive Course (may overlap with TOI course, if "W" version completed)

Additional competencies are automatically satisfied (**Quantitative** satisfied by Business Critical MATH & STAT, and **Information and Digital Media Literacy & Dialogue** are satisfied by TOI coursework)

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First Semester

A "Q" Critical (MATH or STAT)
Another Critical (ENGL¹/ECON)
Gen Ed
Language/Elective
UNIV 1800/1810/1784 (1 credit)

Second Semester

A "Q" Critical (MATH or STAT)
Another Critical (ENGL¹/ECON)
Gen Ed
Gen Ed
Language/Elective

Third Semester

ACCT/BUSN 3005^A (1 credit)
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Remaining Critical
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YOUR PLAN FOR FIRST TWO YEARS, INCLUDING ALL CRITICALS, MOST COMMON CURRICULUM COURSES, & SOME ELECTIVES

First Term

Second Term

Third Term

Fourth Term

Business Critical Required Courses

Complete all **by the end of your fourth term**

^{*}COMM was not considered a critical course until 25-26, however it was a School Required Course to be taken in any term

- _____ ACCT 2001
- _____ COMM 1000 (^{CA2}) or 1100^{*}
- _____ ECON 1201 or ARE 1150^{**}
- _____ ECON 1202
- _____ ENGL 1007, 1010, or 1011
- _____ MATH 1070Q
- _____ MATH 1071Q or 1131Q^{***}
- _____ STAT 1000Q or 1100Q

^{*}COMM 1100 recommended for ACCT majors

^{**}Business faculty recommend ECON 1201, not ARE 1150

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*Standard Advisement Report includes all enrolled credits in this taken calculation, including in-progress and future enrollments		
Remaining elective credits can be calculated using the above numbers, along with remaining required credits on page 1 & 2:		
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University General Education and School Required Courses

Complete all **by graduation** - confirm requirements are met with Standard Advisement Report (SAR), noting that the SAR includes **all** enrolled credits, including in-progress and future enrollments

Content Areas (CA)

CA1: Business Arts and Humanities

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

CA1: Business Philosophy

_____ PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1109, or 1175

CA2: University Social Science – in addition to ECON 1201/1202

_____ Choose any CA2 (can double dip with courses on this page marked with ^{CA2})

CA3: Business Psychology

_____ PSYC 1100

CA3-LAB: University Laboratory Science

_____ Choose any four-credit CA3-LAB course

CA4: 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}

CA4: Business Diversity – in addition to CA4: Business International

_____ Choose any CA4 (can be a second course from Business International list)

Competencies

Second Language^s → If not already satisfied by third year level course in high school, then _____ complete through **Intermediate Level II** in a language other than English

^sThis is the School of Business requirement, which requires coursework beyond the University requirement

Writing → ENGL plus two "W" courses: one within major (page 2), and one you choose

_____ "W" Writing Intensive Course (may overlap with CA course, if "W" version completed)

Environmental Literacy → Must take one "E" course

_____ "E" environmental literacy course, noted with an "E" at the end of the number

Additional competencies are automatically satisfied (**Quantitative** satisfied by Business Critical MATH & STAT, and **Information Literacy** is automatically satisfied by ENGL and major coursework)