



**University of Rhode Island
College of Business**

Marketing

Student Name _____ **2025-2026** **Date** _____

ID# _____ **Advisor** _____

First Year

Course	Description	Credit	Pre-Req.	Grade
BUS 101X	Business: Explore and Innovate	1		
<i>BAI 109</i>	<i>Business Computing & Quantitative Analysis</i>	3	<i>if required</i>	
ECN 201 or EEC105 (A2)	Micro-Economics or Intro to Resource Econ.	3		
Gen Ed or Elective				
Gen Ed or Elective				
Gen Ed or Elective				
Gen Ed or Elective				
BAI 111 (B3)	Intro to Business Analysis & Applications	3	BAI 113/109 ≥ C- if req.	
ECN 202 (A2, C1)	Macro-Economics	3	ECN201 or EEC105	
Gen Ed or Elective				
Gen Ed or Elective				

Sophomore Year

Course	Description	Credit	Pre-Req.	Grade
ACC 201	Financial Accounting	3	≥ 24 credits	
BAI 210	Managerial Statistics	3	C- in BAI111/MTH131/141	
WRT 227 (B1, B2)	Business Communications	3		
BAI 310	Business Data Analysis with Excel	3	BAI 109/111 or equiv.	
MKT 265	Marketing Principles	3	≥ 24 credits	
SCA 255	Operations & Supply Chain Management	3	≥ 24 credits	
ACC 202	Managerial Accounting	3	ACC201	
MGT 201 (C3)	Management Foundations	3	≥ 24 credits	
Gen Ed or Elective				
Gen Ed or Elective				

We recommend the one credit BUS290 Career and Internship Exploration course Sophomore year

Junior Year*

Course	Description	Credit	Pre-Req.	Grade
INE 304G (C1, GC)*	Social Entrepreneurship and Innovation	3		
BAI 311	Managerial Decision Support	3	BAI210 or perm.; BAI310	
MGT 341*	Organizational Behavior	3		
MKT366*	Consumer Behavior	3		
FIN 220	Financial Management	3	ECN201/EEC105; ACC201; BAI210/STA308	
MKT elective			DEPENDS ON COURSE	
MKT390*	Junior Career Passport Program	1	WRT227 and DGC rec.	
MKT 367*	Marketing Research	3	BAI 210 or STA 308, MKT265, BAI 311 pre- or co-requisite	
INE 315*	Legal Environment of Business	3		
Gen Eds or Electives				

Senior Year

Course	Description	Credit		Grade
MKT elective			DEPENDS ON COURSE	
MKT elective			DEPENDS ON COURSE	
Business 300/400 Elective			DEPENDS ON COURSE	
Gen Ed or Elective				
Gen Ed or Elective				
MKT elective			DEPENDS ON COURSE	
MGT 445* (D1)	Strategic Management	3	ACC202; FIN220; MKT341; SCA255; INE315; MKT265	
MKT 470*	Strategic Marketing Management	3	MKT366, MKT367; one MKT elective, Sr. Standing in MKT major	
Gen Ed or Elective				
Gen Ed or Elective				

120 credits

*Students should not take these upper level courses until admitted into the degree granting college.

Courses in BOLD have prerequisites

Marketing Electives:
MKT 465 Marketing Communications; MKT 467 Customer Analytics; MKT 468 Global Marketing; MKT 469 Special Topics in Marketing; MKT 475 Social Media for Marketing; BAI 476 Machine Learning

GENERAL EDUCATION OUTCOME AUDIT		
	Course	
KNOWLEDGE		
A1. STEM		
A2. Social & Behavioral Sciences	ECN201	
A3. Humanities: Cultural Competency <small>LANGUAGE RECOMMENDED</small>		
A4. Arts & Design		
COMPETENCIES		
B1. Write Effectively	WRT 227	
B2. Communicate Effectively	WRT 227	
B3. Mathematical, statistical, or computational strategies	BAI 111	
B4. Information Literacy		
RESPONSIBILITIES		
C1. Civic Knowledge & Responsibilities	ECN 202, INE 304G	
C2. Global Responsibility		
C3. Diversity & Inclusion	MGT 201	
INTEGRATE & APPLY		
D1. Ability to synthesize	MGT 445	
GRAND CHALLENGE		
G. At least one course approved as a "G" course	INE 304G	

GENERAL EDUCATION CREDIT COUNT	
	Credits
ECN 201	3
ECN 202	3
WRT 227	3
BAI 111	3
MGT 445	3
MGT 201	3
INE 304G	3
Total Gen Ed Credits	

General Education Requirements: Students must complete 40 credits of general education courses. Each of the twelve outcomes (A1 – D1) must be met by at least 3 credits. No more than 12 general education credits can have the same course code, unless the course code is HPR. A single course may meet more than one outcome, but cannot be double-counted toward the 40 credit total. General education courses may also be used to meet the requirements of the major or minor.

Global Cultural Experience Requirement: There are multiple ways to satisfy the global cultural experience requirement. Study abroad and a second Gen Ed C2 are two of them. Many Business students take two languages. See catalog for further details.

Business Requirements:

- Students must meet the requirements of 42 credits and an overall GPA of 2.5 and a 2.70 or higher average in BAI 111, ACC 201, ACC 202, BAI 210, ECN201 and ECN202.
- MGT 445 Prerequisites: ACC 202, FIN 220 or FIN 220H, MGT 341 or MGT 341H, SCA 255, MKT 265 or MKT 265H and INE 315 or INE304G.
- Business majors can use up to 6 credits of free electives towards internships.
- The business elective can be a 300- or 400- level course from ACC, BAI, FIN, INE, MGT, MKT, or SCA.

Graduation Requirements

- A minimum of 120 credits with an overall GPA of 2.0. An overall GPA of 2.0 (including all attempts) is mandatory for the 300 and 400 level courses required for the Marketing major.
- Half of the credits (4 courses) in the major must be completed at URI. All courses for the major must be taken at an AACSB-accredited business school.

Transfer Credit Requirements:

- Students who wish to study at another college or university must obtain prior approval from the Dean's office and earn a grade of C or better for the credits to transfer. Students will receive credit on their transcript and not a letter grade.
- Credits transferred from a community or junior college are limited to half the credits required for the University of Rhode Island degree. For a degree in business, that limit is 60 credits. Junior and senior level business courses are accepted only from colleges that are AACSB-accredited. Courses that are not validated will be designated free elective credit.

Honors

To receive a notation on their transcripts stating they have "completed the University Honors Program," students must take at least 18 credits in Honors Program courses. Honors Program credits must include:

One (1) Honors course at the 100/200 level;
 One (1) Honors Colloquium (HPR 2XX);
 One (1) Honors course at the 300/400 level;
 One (1) Honors project—HPR 401;
 One (1) Honors course at the 400-level, either HPR 411 or HPR 412 OR one (1) Honors project—HPR 402 (HPR 402 is for those students who choose to do a six-credit, full academic year Honors Project); and
 One (1) Elective Honors Course at any level.