

URI College of Business
Academic Map for IBP Marketing & Italian - 2018

First Year

| Course | Description | Credit | Grade |
|---|--------------------------------|--------|-------|
| URI 101 | Traditions and Transformations | 1 | |
| BUS 110 | Business Computing | 3 | |
| BUS 111 (B3) | Business Analysis | 3 | |
| ECN 201 (A2) | Micro-Economics | 3 | |
| ECN 202 (A2, C1) | Macro-Economics | 3 | |
| ITL Elective (placement based) (A3, C2) | Italian | 3 | |
| ITL Elective (A3, C2) | Italian | 3 | |
| Gen Ed or Elective | | 3 | |
| Gen Ed or Elective | | 3 | |
| Gen Ed or Elective | | 3 | |
| Gen Ed or Elective | | 3 | |

Second Year

| Course | Description | Credit | Grade |
|--------------------|--|--------|-------|
| BUS 201 | Financial Accounting | 3 | |
| BUS 202 | Managerial Accounting | 3 | |
| BUS 210 | Managerial Statistics | 3 | |
| BUS 211 | Managerial Decision Support Systems | 3 | |
| WRT 227 (B1, B2) | Business Communications | 3 | |
| ITL Elective | Italian | 3 | |
| ITL Elective | Italian | 3 | |
| Gen Ed or Elective | | 3 | |
| Gen Ed or Elective | | 3 | |
| Gen Ed or Elective | | 3 | |

Third Year

| Course | Description | Credit | Grade |
|----------------|---|--------|-------|
| BUS 315 | Legal Environment of Business | 3 | |
| BUS 320 | Financial Management | 3 | |
| BUS 341 | Organizational Behavior | 3 | |
| BUS 345 | Business in Society | 3 | |
| BUS 355 | Operations & Supply Chain Management | 3 | |
| BUS 365 | Marketing Principle | 3 | |
| BUS 366 | Consumer Behavior | 3 | |
| BUS 367 | Marketing Research | 3 | |
| BUS 390 | Junior Career Passport Program | 1 | |
| ITL Elective | Italian | 3 | |
| ITL Elective | Italian | 3 | |

Fourth Year

Suggested Study Abroad (semester/year of study OR semester of study & possible semester internship)

| Course | Description | Credit | Grade |
|-----------------------------|-------------|--------|-------|
| ITL Elective | Italian | 3 | |
| ITL Elective | Italian | 3 | |
| Gen Ed or Elective | | 3 | |
| Gen Ed or Elective | | 3 | |
| Gen Ed or Elective | | 3 | |
| <i>Possible Internship:</i> | | | |
| BUS 491 | | 3 | |
| BUS 492 | | 3 | |
| ITL 316 | | 3 | |
| ITL 317 | | 3 | |
| | | | |

Fifth Year

| Course | Description | Credit | Grade |
|---------------------|---|--------|-------|
| BUS 475 | Social Media Marketing | 3 | |
| BUS 445 (D1) | Strategic Management | 3 | |
| BUS 460 | Global Supply Chain Management | 3 | |
| BUS 465 | Marketing Communications | 3 | |
| BUS 467 | Customer Relationship Management | 3 | |
| BUS 468 | Global Marketing | 3 | |
| BUS 470 | Strategic Marketing Management | 3 | |
| Gen Ed or Elective | | 3 | |
| Gen Ed or Elective | | 3 | |
| Gen Ed or Elective | | 3 | |
| | | | |
| | | | |

General Education Requirements: 40 credits

| Requirement | Course | Credit |
|-------------|----------|--------|
| A1 | | |
| A2 | ECN 201 | 3 |
| A3 | Language | 3 |
| A4 | | |
| B1 | WRT 227 | 3 |
| B2 | WRT 227 | 3 |
| B3 | BUS 111 | 3 |
| B4 | | |
| C1 | ECN 202 | |
| C2 | Language | 3 |
| C3 | | |
| D1 | BUS 445 | |
| G | | |
| | | |

The following courses cannot be used for the Italian major: ITL 100, 101, 102.

30 credits of ITL, including up to 3 credits from ITL 390 or 395, required for graduation.

This plan is not intended to be prescriptive. It is a sample to demonstrate one way the dual degree program, including study abroad and a possible internship, may be completed in 10 semesters. Transfer credits, summer and/or J-term courses may result in deviations from these recommendations.

Be sure to touch base with both your business and Italian advisor regularly.