



**University of Rhode Island**  
**College of Business**  
**Marketing 2022**

Student Name \_\_\_\_\_

Date \_\_\_\_\_

ID# \_\_\_\_\_

Advisor \_\_\_\_\_

**First Year**

Course	Description	Credit	Pre-Req.	Grade
URI 101	Traditions and Transformations	1		
<i>BAI 113</i>	<i>Business Computing &amp; Quantitative Analysis</i>	3	<i>if required</i>	
BAI 111 (B3)	Intro to Business Analysis & Applications	3	BAI 113 ≥ C- if required	
ECN 201 or EEC105 (A2)	Micro-Economics or Intro to Resource Econ.	3		
<b>ECN 202 (A2, C1)</b>	<b>Macro-Economics</b>	3	ECN201 or EEC105	
Gen Ed or Elective				
Gen Ed or Elective				
Gen Ed or Elective				
Gen Ed or Elective				
Gen Ed or Elective				
Gen Ed or Elective				

**Sophomore Year**

Course	Description	Credit	Pre-Req.	Grade
ACC 201	Financial Accounting	3	≥ 24 credits	
<b>ACC 202</b>	<b>Managerial Accounting</b>	3	ACC201	
<b>BAI 210</b>	<b>Managerial Statistics</b>	3	C- in BAI111/MTH131/141	
WRT 227 (B1, B2)	Business Communications	3		
<b>BAI 310</b>	<b>Business Data Analysis with Excel</b>	3	BAI 113/111 or equiv.	
SCA 255	Operations & Supply Chain Management	3	≥ 24 credits	
MKT 265	Marketing Principles	3	≥ 24 credits	
<b>BAI 211</b>	<b>Managerial Decision Support</b>	3	BAI210 or perm.; BAI310 rec.	
MGT 201 (C3)	Management Foundations	3	≥ 24 credits	
<b>FIN 220</b>	<b>Financial Management</b>		ECN201/EEC105; ACC201; BAI210/STA308	

**Junior Year\***

Course	Description	Credit	Pre-Req.	Grade
INE 304G (C1, GC)*	Social Entrepreneurship and Innovation	3		
INE 315*	Legal Environment of Business	3		
MGT 341*	Organizational Behavior	3		
MKT366*	Consumer Behavior	3		
<b>*Select any 4 of the 6 courses listed.</b> They can also be taken in the senior year. (12 credit hours)	<b>MKT 465 Marketing Communications</b> <b>MKT 467 Customer Analytics</b> <b>MKT 468 Global Marketing</b> <b>MKT 469 Special Topics in Marketing</b> <b>MKT 475 Social Media for Marketing</b> <b>BAI 476 Machine Learning for Business</b>		<i>MKT265</i>  <i>BAI476 also req. BAI211 or STA 308 or STA 409</i>	
MKT390*	Junior Career Passport Program	1	WRT227 and DGC rec.	
<b>MKT 367*</b>	<b>Marketing Research</b>	3		
Business 300/400 Elective		3		

**Senior Year**

Course	Description	Credit	Pre-Req.	Grade
<b>MGT 445* (D1)</b>	<b>Strategic Management</b>	3	ACC202; FIN220; MGT341; SCA255; INE315; MKT265	
<b>MKT 470*</b>	<b>Strategic Marketing Management</b>	3	MKT366, MKT367; one MKT elective, Sr. Standing in MKT major	
Gen Ed or Elective				
Gen Ed or Elective				
Gen Ed or Elective				
Gen Ed or Elective				
Gen Ed or Elective				
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**

GENERAL EDUCATION OUTCOME AUDIT		
	Course	
<b>KNOWLEDGE</b>		
A1. STEM		
A2. Social & Behavioral Sciences	ECN201	
A3. Humanities: Cultural Competency	Language Recommended	
A4. Arts & Design		
<b>COMPETENCIES</b>		
B1. Write Effectively	WRT 227	
B2. Communicate Effectively	WRT 227	
B3. Mathematical, statistical, or computational strategies	BAI 111	
B4. Information Literacy		
<b>RESPONSIBILITIES</b>		
C1. Civic Knowledge & Responsibilities	ECN 202, INE 304G	
C2. Global Responsibility		
C3. Diversity & Inclusion	MGT 201	
<b>INTEGRATE &amp; APPLY</b>		
D1. Ability to synthesize	MGT 445	
<b>GRAND CHALLENGE</b>		
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
<b>Total Gen Ed Credits</b>	

**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:**

1. 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.
2. 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.
3. Business majors can use up to 6 credits of electives towards internships.
4. The business elective can be a 300- or 400- level course from ACC, BAI, FIN, INE, MGT, MKT, or SCA.

**Graduation Requirements**

1. 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.
2. 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:**

1. 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.
2. 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.