

COLLEGE OF BUSINESS ADMINISTRATION
MARKETING
(Catalog Year 2010)

PREPARED FOR: _____ PREPARED BY: _____

STUDENT ID: _____ DATE: _____

The curriculum sheet is designed to provide students with a suggested course sequence required to complete their degree requirements in four years. A course suggested for the freshman year (i.e., Letters) could be completed in the sophomore year. Likewise, a course suggested for the junior year (i.e., BUS 315) could be completed in a student's senior year. For information concerning prerequisites, please consult the online catalog at <http://www.uri.edu/catalog/catalog.html/>.

FRESHMAN YEAR

Course Description	Semester Offered	Current Course	Credits	Grade
Business Computing (CSC 101)	(F,S)	BUS 110	3	_____
Business Analysis (MTH 131 or higher)	(F,S)	BUS 111	3	_____
Letters (L)	(F,S)	_____	3	_____
Literature (A)	(F,S)	_____	3	_____
Foreign Language (F)	(F,S)	_____	3	_____
Foreign Language (F)	(F,S)	_____	3	_____
Natural Science (N)	(F,S)	_____	3	_____
Natural Science (N)	(F,S)	_____	3	_____
Behavioral Science Elective (1)	(F,S)	_____	3	_____
English Communications (C) (2)	(F,S)	_____	3	_____
Traditions and Transformations (3)	(F)	URI 101	1	_____

SOPHOMORE YEAR

Course Description	Semester Offered	Current Course	Credits	Grade
Financial Accounting	(F,S)	BUS 201	3	_____
Managerial Accounting *	(F,S)	BUS 202*	3	_____
Micro-Economics (S)	(F,S)	ECN 201	3	_____
Macro-Economics (S) *	F,S)	ECN 202*	3	_____
Principles of Statistics I * (STA 308)	(F,S)	BUS 210*	3	_____
Managerial Decision Support Systems *	(F,S)	BUS 211	3	_____
Business Communications (Cw)	(F,S)	WRT 227	3	_____
Fine Arts or Literature (A)	(F,S)	_____	3	_____
Letters (L)	(F,S)	_____	3	_____
Liberal Elective	(F,S)	_____	3	_____

JUNIOR YEAR

Course Description	Semester Offered	Current Course	Credits	Grade
Marketing Principles	(F,S)	BUS 365	3	_____
Legal & Ethical Environment of Business	(F,S)	BUS 315	3	_____
Financial Management *	(F,S)	BUS 320*	3	_____
Organizational Behavior	(F,S)	BUS 341	3	_____
Business in Society	(F,S)	BUS 345	3	_____
Operations & Supply Chain Management *	(F,S)	BUS 355*	3	_____
Consumer Behavior*	(F,S)	BUS 366*	3	_____
Marketing Research*	(F,S)	BUS 367*	3	_____
Junior Career Passport Program	(F)	BUS 390	1	_____
Liberal Elective (4)	(F,S)	_____	3	_____
Liberal Elective(4)	(F,S)	_____	3	_____

SENIOR YEAR

Course Description	Semester Offered	Current Course	Credits	Grade
Leadership Skills Development	(F,S)	BUS 441	3	_____
Strategic Management *	(F,S)	BUS 445*	3	_____
Global Supply Chain Management*	(F,S)	BUS 460*	3	_____
Marketing Communications*	(F,S)	BUS 465*	3	_____
Customer Relationship Management	(F,S)	BUS 467*	3	_____
Global Marketing*	(F,S)	BUS 468*	3	_____
Strategic Marketing Management*	(F,S)	BUS 470*	3	_____
Liberal Elective (4)	(F,S)	_____	3	_____
Liberal Elective (4)	(F,S)	_____	3	_____
Liberal Elective (4)	(F,S)	_____	3	_____

NOTES:

* Courses on the sheet in bold with stars have prerequisites.

(F,S) denotes semester course is offered Fall (F) or Spring (S) or both (F,S)

(1) APG 203; PSY 103 or 113; any SOC 100 or 200 level course.

(2) COM 100; WRT 104, 105, 106, 201 or 333

(3) Not required for transfer students with 24 or more credits.

(4) Liberal electives are courses offered outside the College of Business Administration. Any Study Abroad credits that are not used to meet general education credits or College of Business Administration credits can count as liberal elective credits. A maximum of 3 credits from an internship can be counted as a liberal elective.

BUSINESS REQUIREMENT:

To transfer from University College to College of Business Administration student must have an overall GPA of 2.5, a core GPA of 2.7 (Core includes BUS 111, 201, 202, 210, and ECN 201, 202) and have taken BUS 110 (or CSC 101).

GRADUATION REQUIREMENTS:

1. A minimum of 120 credit hours with an overall grade point average of 2.00.
2. An overall grade point average of 2.00 (including all attempts) is mandatory for the eight 300 and 400 level courses required for the Marketing major. Half the credits in the major (four courses) must be completed at URI.

TRANSFER CREDIT:

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. **Note:** Only the credits and not the grade will transfer.
2. Credit transferred from a community or junior college is limited to half the credits required for the University of Rhode Island degree. For a degree in business administration, that limit is 60 credits. Junior and senior level business courses are accepted only from colleges accredited by The International Association for Management Education (AACSB). Upper-level business courses taken at an institution not accredited by this agency or at two-year institutions must be validated by examination. Courses that are not validated will be given credit as free electives. To schedule a waiver exam please contact (401) 874-4377.