

**University of Rhode Island College
of Business Administration
Marketing (2017-2018)**

Student Name _____

Date _____

ID# _____

Advisor _____

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	
Language 1 (A3, C2)			
Language 2 (A3, C2)			
Gen Ed or Elective			
Gen Ed or Elective			
Gen Ed or Elective			
Gen Ed or Elective			

Sophomore 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	
Gen Ed or Elective			
Gen Ed or Elective			
Gen Ed or Elective			
Gen Ed or Elective			
Gen Ed or Elective			

Junior 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 Principles	3	
BUS 366	Consumer Behavior	3	
BUS 367	Marketing Research	3	
BUS 390	Junior Career Passport Program	1	
Gen Ed or Elective			
Gen Ed or Elective			

Senior 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			
Gen Ed or Elective			

Courses in BOLD have prerequisites

Marketing (2017-2018)

GENERAL EDUCATION OUTCOME AUDIT	
	Course
KNOWLEDGE	
A1. STEM	
A2. Social & Behavioral Sciences	ECN 201
A3. Humanities	Language
A4. Arts & Design	
COMPETENCIES	
B1. Write effectively	WRT 227
B2. Communicate effectively	WRT227
B3. Mathematical, statistical or computational strategies	BUS 111
B4. Information Literacy	
RESPONSIBILITIES	
C1. Civic knowledge & responsibilities	ECN 202
C2. Global responsibilities	Language
C3. Cultural competencies	
INTEGRATE & APPLY	
D1. Ability to synthesize	BUS 445
GRAND CHALLENGE	
G. At least one course approved as a "G" course	

GENERAL EDUCATION CREDIT COUNT	
Course	Credits
ECN 201	3
ECN 202	3
WRT 227	3
BUS 111	3
BUS 445	3
Language	3
Language	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 3 general education course can have the same course code. A single course may meet more than one outcome, but cannot be double counted towards the 40 credit total. General education courses may also be used to meet requirements of the major or minor.

Language Requirement: Students satisfy the language requirement by taking two sequential courses in one language. See catalog for further details.

Business Requirements:

1. First semester sophomores who complete a minimum of 42 credits with an overall grade point average of 2.5 or higher and who have a 3.00 or higher average in BUS111, BUS201, BUS210, and ECN201 will be transferred to the College of Business Administration. Students not qualifying after the first semester of their sophomore year must meet the requirements of an overall GPA of 2.5 and a 2.70 or higher average in BUS111, BUS201, BUS202, BUS210, ECN201, and ECN202.
2. BUS 445 Prerequisites: BUS 202, 320 or 320H, 341 or 341H, 355, 365 or 365H and 315 or 345
3. BUS 470 Prerequisites: BUS 365 or 365H, and 366 and 367, and either 465 or 467 or 468 or 469.
4. Business majors can use only 3 credits of electives towards and internship.

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 eight 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. 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 that are AACSB accredited. Upper-level business courses taken at an institution not accredited by AACSB or at a two-year institution must be validated by examination. Courses that are not validated will be designated free elective credit. To schedule a waiver exam please contact 401-874-4377.