

University of Rhode Island
College of Business
Marketing (2019)

Student Name _____

Date _____

ID# _____

Advisor _____

First Year

| Course | Description | Credit | Grade |
|-------------------------|--|--------|-------|
| URI 101 | Traditions and Transformations | 1 | |
| BUS 113 | Business Computing & Quantitative Analysis | 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 | |
| BUS 220 | Financial Management | 3 | |
| BUS 255 | Operations & Supply Chain Management | 3 | |
| BUS 265 | Marketing Principles | 3 | |
| WRT 227 (B1, B2) | Business Communications | 3 | |
| Gen Ed or Elective | | | |
| Gen Ed or Elective | | | |

Junior Year

| Course | Description | Credit | Grade |
|--------------------|--------------------------------|--------|-------|
| BUS 315 | Legal Environment of Business | 3 | |
| BUS 341 | Organizational Behavior | 3 | |
| BUS 345 | Business in Society | 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 | | | |
| Gen Ed or Elective | | | |
| Gen Ed or Elective | | | |
| Gen Ed or Elective | | | |

Senior Year

| Course | Description | Credit | Grade |
|--|--|--------|-------|
| BUS 445 (D1) | Strategic Management | 3 | |
| *Select any 4 of the 6 courses listed** (12 credit hours) | BUS 465 Marketing Communications BUS 467 Customer Analytics BUS 468 Global Marketing BUS 469 Special Topics in Marketing BUS 475 Social Media for Marketing BUS 476 Machine Learning for Business | | |
| BUS 470 | Strategic Marketing Management | 3 | |
| Elective BUS 300/400 | | 3 | |
| Gen Ed or Elective | | | |
| Gen Ed or Elective | | | |
| Gen Ed or Elective | | | |

Courses in BOLD have prerequisites

Marketing (2019)

| 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 | |

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. 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, 220 or 220H, 341 or 341H, 255, 265 or 265H and 315 or 345
3. BUS 470 Prerequisites: BUS 265 or 265H, and 366, and 367, and either 465 or 467 or 468 or 469.
4. Business majors can use up to 6 credits of electives towards internships.
- *5. For the four 400-level Marketing courses, out of the 6 options, students are encouraged to take 1 or more of these courses during their Junior year.
- **6. Students are encouraged to take as many Marketing courses in their sophomore and junior years as practical. This will help students to understand career options early-on.

| 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 |
| | |
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| | |
| Total Gen Ed Credits | |

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, 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.

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.