

University of Rhode Island

College of Business

Marketing (2020)

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

Date \_\_\_\_\_

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

Advisor \_\_\_\_\_

**First Year**

Course	Description	Credit	Grade
URI 101	Traditions and Transformations	1	
BAI(BUS) 113	Business Computing & Quantitative Analysis	3	
BAI(BUS) 111 (B3)	Business Analysis	3	
ECN 201 (A2)	Micro-Economics	3	
<b>ECN 202 (A2, C1)</b>	<b>Macro-Economics</b>	3	
Gen Ed or Elective	<i>Language recommended to fulfill A3 and C2</i>	3	
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Gen Ed or Elective		3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	

**Sophomore Year**

Course	Description	Credit	Grade
ACC(BUS) 201	Financial Accounting	3	
<b>ACC(BUS) 202</b>	<b>Managerial Accounting</b>	3	
<b>BAI(BUS) 210</b>	<b>Managerial Statistics</b>	3	
<b>BAI(BUS) 211</b>	<b>Managerial Decision Support Systems</b>	3	
<b>FIN(BUS) 220</b>	<b>Financial Management</b>	3	
<b>SCA(BUS) 255</b>	<b>Operations &amp; Supply Chain Management</b>	3	
MKT(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
INE(BUS) 315 or MGT(BUS) 345	Legal Environ. of Bus. Or Bus. in Society	3	
MGT(BUS) 341	Organizational Behavior	3	
**MKT(BUS) 366	Consumer Behavior	3	
<b>MKT(BUS) 367</b>	<b>Marketing Research</b>	3	
MKT 390	Junior Career Passport Program	1	
<b>*Select any 4 of the 6 courses listed. They can also be taken in the Senior year** (12 credit hours)</b>	<b>MKT(BUS) 465 Marketing Communications</b> <b>MKT(BUS) 467 Customer Analytics</b> <b>MKT(BUS) 468 Global Marketing</b> <b>MKT(BUS) 469 Special Topics in Marketing</b> <b>MKT(BUS) 475 Social Media for Marketing</b> <b>MKT(BUS) 476 Machine Learning for Bus.</b>		
Gen Ed or Elective			
Elective BUS 300/400			
Gen Ed or Elective			

**Senior Year**

Course	Description	Credit	Grade
INE(BUS) 315 or MGT(BUS) 345	Legal Environ. of Bus. or Bus. in Society	3	
<b>MGT(BUS) 445 (D1)</b>	<b>Strategic Management</b>	3	
<b>MKT(BUS) 470</b>	<b>Strategic Marketing Management</b>	3	
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			

\*Courses in BOLD have prerequisites\*

## Marketing (2020)

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

**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 BAI(BUS)111, ACC(BUS)201, BAI(BUS)210, 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 BAI(BUS)111, ACC(BUS)201, ACC(BUS)202, BAI(BUS)210, ECN201, and ECN202.
2. MGT(BUS)445 Prerequisites: ACC(BUS)202, FIN(BUS)220 or FIN(BUS)220H, MGT(BUS)341 or MGT(BUS)341H, SCA(BUS)255, MKT(BUS)265 or MKT(BUS)265H and INE(BUS)315 or MGT(BUS)345
3. MKT(BUS)470 Prerequisites: MKT(BUS)265 or MKT(BUS)265H, and MKT(BUS)366, and MKT(BUS)367, and either MKT(BUS)465 or MKT(BUS)467 or MKT(BUS)468 or MKT(BUS)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.

### 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.

Updated 12-07-2020

GENERAL EDUCATION CREDIT COUNT	
Course	Credits
ECN 201	3
ECN 202	3
WRT 227	3
BAI(BUS) 111	3
MGT(BUS) 445	3
<i>Language</i>	3
<i>Language</i>	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 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.