

University of Rhode Island

College of Business

Marketing 2021

Student Name _____

Date _____

ID# _____

Advisor _____

First Year

Course	Description	Credit	Grade
URI 101	Traditions and Transformations	1	
BAI 113	Business Computing & Quantitative Analysis	3	
BAI 111 (B3)	Business Analysis	3	
ECN 201 (A2)	Micro-Economics	3	
ECN 202 (A2, C1)	Macro-Economics	3	
Gen Ed or Elective	<i>Language recommended to fulfill A3 and C2</i>	3	
Gen Ed or Elective	<i>Language recommended to fulfill A3 and C2</i>	3	
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 201	Financial Accounting	3	
ACC 202	Managerial Accounting	3	
BAI 210	Managerial Statistics	3	
BAI 211	Managerial Decision Support Systems	3	
FIN 220	Financial Management	3	
SCA 255	Operations & Supply Chain Management	3	
MKT 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 315 or MGT 345	Legal Environ. of Bus. Or Bus. in Society (<i>both are required</i>)	3	
MGT 341	Organizational Behavior	3	
MKT 366	Consumer Behavior	3	
MKT 367	Marketing Research	3	
*Select any 4 of the 6 courses listed. They can also be taken in the senior year. (12 credit hours)	MKT 465 Marketing Communications MKT 467 Customer Analytics MKT 468 Global Marketing MKT 469 Special Topics in Marketing MKT 475 Social Media for Marketing BAI 476 Machine Learning for Business		
MKT 390	Junior Career Passport Program	1	
300/400 Bus. Elective			
Gen Ed or Elective			
Gen Ed or Elective			
Gen Ed or Elective			

Senior Year

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

***Courses in BOLD have prerequisites**

GENERAL EDUCATION OUTCOME AUDIT		
	Course	
KNOWLEDGE		
A1. STEM		
A2. Social & Behavioral Sciences	ECN201	
A3. Humanities: Cultural Competency	Language Recommended	
A4. Arts & Design		
COMPETENCIES		
B1. Write Effectively	WRT 227	
B2. Communicate Effectively	WRT 227	
B3. Mathematical, statistical, or computational strategies	BAI 111	
B4. Information Literacy		
RESPONSIBILITIES		
C1. Civic Knowledge & Responsibilities	ECN 202	
C2. Global Respons.: Cultural Competency	Language Recommended	
C3. Diversity & Inclusion		
INTEGRATE & APPLY		
D1. Ability to synthesize	MGT 445	
GRAND CHALLENGE		
G. At least one course approved as a "G" course		

GENERAL EDUCATION CREDIT COUNT	
	Credits
ECN 201	3
ECN 202	3
WRT 227	3
BAI 111	3
MGT 445	3
A3 Humanities (Language recommended)	3
C2 Global Responsibility (Language recommended)	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 courses can have the same course code. 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:

Students can satisfy the Cultural Competency/Global requirements by completing either 1) two sequential languages (**recommended**); or 2) any of the J-term or Summer business faculty-led travel courses of at least 3 credit hours each. This must be approved in advance if the program is not led by a business faculty; or 3) a Study Abroad program that has at least 6 credits hours of course(s) taken in an approved foreign university.

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 3.0 or higher average in BAI111, ACC 201, BAI 210, and ECN 201 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 111, ACC 201, ACC 202, BAI 210, ECN201 and ECN202.
2. Students must earn a C or better in ACC 301. You can only repeat ACC 301 one time.
3. 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 MGT 345.
4. Business majors can use up to 6 credits of electives towards internships.

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 Finance 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. 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 call 401-874-4337.

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