

**COLLEGE OF BUSINESS ADMINISTRATION**  
**MARKETING**  
(Catalog Year 2014)

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>.

**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)            | _____          | 4       | _____ |
| 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       | _____ |
| <b>Managerial Accounting *</b>               | <b>(F,S)</b>     | <b>BUS 202*</b> | 3       | _____ |
| Micro-Economics (S)                          | (F,S)            | ECN 201         | 3       | _____ |
| <b>Macro-Economics (S) *</b>                 | <b>F,S)</b>      | <b>ECN 202*</b> | 3       | _____ |
| <b>Managerial Statistics* (STA 308)</b>      | <b>(F,S)</b>     | <b>BUS 210*</b> | 3       | _____ |
| <b>Managerial Decision Support Systems *</b> | <b>(F,S)</b>     | <b>BUS 211</b>  | 3       | _____ |
| Business Communications (Cw)                 | (F,S)            | WRT 227         | 3       | _____ |
| Fine Arts or Literature (A)                  | (F,S)            | _____           | 3       | _____ |
| Letters (L)                                  | (F,S)            | _____           | 3       | _____ |
| Liberal Elective (4)                         | (F,S)            | _____           | 3       | _____ |

**JUNIOR YEAR**

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

## SENIOR YEAR

| Course Description                        | Semester Offered | Current Course  | Credits | Grade |
|---|------------------|-----------------|---------|-------|
| <b>Leadership Skills Development</b>      | (F,S)            | <b>BUS 441</b>  | 3       | _____ |
| <b>Strategic Management * (5)</b>         | (F,S)            | <b>BUS 445*</b> | 3       | _____ |
| <b>Global Supply Chain Management*</b>    | (F,S)            | <b>BUS 460*</b> | 3       | _____ |
| <b>Marketing Communications*</b>          | (F,S)            | <b>BUS 465*</b> | 3       | _____ |
| <b>Customer Relationship Management</b>   | (F,S)            | <b>BUS 467*</b> | 3       | _____ |
| <b>Global Marketing*</b>                  | (F,S)            | <b>BUS 468*</b> | 3       | _____ |
| <b>Strategic Marketing Management*(6)</b> | (F,S)            | <b>BUS 470*</b> | 3       | _____ |
| Liberal Elective (4)                      | (F,S)            | _____           | 3       | _____ |
| Liberal Elective (4)                      | (F,S)            | _____           | 3       | _____ |

### TOTAL

**120 Credits**

### 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, 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 Aboard 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.

(5) BUS 445 Prerequisites: BUS 202, 320 or 320H, 341 or 341H, 355, 365 or 365H and 315 or 345

**(6) BUS 470 Prerequisites: BUS 365 or 365H, and 366 and 367, and either 465 or 467 or 468 or 469.**

### 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.