



University of New Haven

SAMPLE FOUR YEAR PLAN BS IN MARKETING - GENERAL (NO CONCENTRATION)

Study Abroad Option

The curriculum in our degree program is structured so that students move through classes in a prescribed order. Prerequisites are important and are strongly enforced. This is a sample plan for completing this degree in eight semesters, including one semester abroad. Students are not limited to this plan; it is meant to be used as a guide for planning purposes. Meet with your advisor as soon as you can to discuss a plan of action that works best for you.

FIRST YEAR					
Fall			Spring		
		Credits			Credits
CC1.1	ENGL 1112/1113 Sem in Acad Inquiry	3	CC5.1	BUSA 1000 Intro to Bus & Entrep	4
CC3.1	MATH 1108 or Higher	3	CC5.2	ECON 1134 Intro to Microeconomics	3
CC7.1	Individual and Society	3	CCX.2	Any Tier II Course	3
CC6.1	Historical Perspectives	3	CC2.1	COMM 1130 Prin of Commnication	3
CC7.2	ECON 1133 Intro to Macroeconomics	3	CC3.2	BANL 1100 Intro to Business Analytics	3
		Total Credits this semester			Total Credits this semester
		15			16

SECOND YEAR					
Fall			Spring		
		Credits			Credits
BC	ACCT 1101 Intro Financial Accounting	3	BC	ACCT 1102 Intro to Managerial Acctg♦	3
	Free Elective	3	BC	FINC 2213 Business Finance♦	3
BC	MKTG 2200 Prin of Marketing♦	3	MR	MKTG 2205 or MKTG 3307♦+	3
BC	MGMT 2210 Mgmt & Organizaton ♦	3	BC	MGMT 2240 Bus Ethics & Diversity ♦	3
	Free Elective	3		Free Elective	3
		Total Credits this semester			Total Credits this semester
		15			15

THIRD YEAR					
FALL			Spring		
		Credits		STUDY ABROAD	Credits
CC9.1	Perspective on Creative Arts	3	BC	QANL 3343 Mgmt Info Systems	3
CC8.1	Global/Intercultural Awareness	3	MR	MKTG 3302 Organizational Mktg♦+	3
	Free Elective	3	CC4.1	Scientific Exploration	4
	Free Elective	3		Free Elective	3
	Free Elective	3		Free Elective	3
		Total Credits this semester			Total Credits this semester
		15			16

FOURTH YEAR					
Fall			Spring		
		Credits			Credits
CCX.2	Any Tier II Course	3	BC	MGMT 4550 Business Policy ♦+	3
MR	MKTG 4442 Marketing Research♦+	3		Free Elective	3
MR	MKTG 4413 International Marketing ♦+	3	MR	MKTG 4531 Digital Marketing♦+	3
BC	BUSL 1101 Business Law & Reg Envir	3		Free Elective	2
BC	QANL 3380 Operations Mgmt♦	3	MR	MKTG Elective♦+	3
		Total Credits this semester	BC	BUSA 4500 Exper Learning Capstone	0
		15			Total Credits this semester
					14

Minimum Total Credits: 121

Code	
CC	Required University Core Competency - see advisor for selection
MR	Major Requirement - Minimum 2.00 QPR
♦	This course has a prerequisite
+	Junior-level standing required; transfer credit must be approved by the Dean of the College of Business