

General Education Requirements for College of Liberal Arts and Sciences and School of Business

Content Area One: Arts and Humanities Five courses, including one from each of the areas A-D and a fifth course from any area A-E (courses must be from at least four different academic units).

Area A (Arts) (Choose one) must be a subject other than GERM, HIST or PHIL: ART/AASI/INDS 3375; AFRA/FINA 1100; AFRA/DRAM 3132; ART 1000; ARTH 1128, 1137, 1138, 1141, 1162; CHIN 3250W*, 3270; CLCS 1002, 1110, 3211; DRAM 1101, 1110, 1811, 2134; FINA /MUSI 1001/1006; FREN 1171, 3261W, 3264W; ILCS 1149, 3258W, 3260W; MUSI 1001, 1002, 1003, 1004, 1005, 1021, 1022, 1112; SPAN 1010, 1020, 3250; WGSS 1104

Area B (Literature): GERM 3255W

Area C (History)/Business Arts and Humanities (Choose one): ECON 2102; HIST 1201, 1400, 1501, 1502, 1800, 3705, or 1600/LLAS 1190 *(if students take ECON 2102 they must also take a History course)*

Area D (Philosophy & Ethical Analysis)/Business Philosophy (Choose one): PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, or 1175

Area E (World Cultures): GERM 3251 *(GERM 3258 is not recommended in place of GERM 3251 for this dual degree)*

Content Area Two: Social Sciences

Business Communication: COMM 1000 *(If students take COMM 1100 instead of COMM 1000, they must account for a second CA2 course)*

Business Critical Course: ECON 1201 *(complete within first four terms)* _____ or ECON 1200 *(complete within first four terms)*

Business Critical Course: ECON 1202 *(complete within first four terms)*

Content Area Three: Science and Technology

Business Psychology: PSYC 1100

Laboratory Science (Choose one): list of BIOL/CHEM/GEOG/GSCI/MARN/PHYS in catalog: catalog.uconn.edu/general-education/

Content Area Four: Diversity and Multiculturalism

Business International (Choose one): ANTH 1000; ANTH/HRTS 3153; CLCS 2201; GEOG 1700, 2000; HRTS 1007; NRE 2600; PHIL 1106; POLS 1202, 1207; or WGSS 2124

Business Diversity (or an additional course from the Business International list) (Choose one): AFRA/ANTH 3152; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 1501

Quantitative Competency

Business Critical Course: MATH 1070Q *(complete within first four terms)*

Business Critical Course: MATH 1071Q or 1131Q *(complete within first four terms)*

Business Critical Course: STAT 1000Q, 1100Q, or 91100 *(complete within first four terms)*

Writing Competency

Business Critical Course: ENGL 1007, 1010, or 1011 *(complete within first four terms)*

BUSN 3003W

GERM W course *(students are highly recommended to take GERM 3255W)*

Second Language Requirement

Students who have not completed at least three years of a single language in high school are required to pass the Intermediate level II course of a language (generally requiring four semesters of language courses.) German Studies majors who have not completed this requirement in high school must pass GERM 1001, GERM 1002, GERM 1003, and GERM 1004.

Environmental Literacy

One 3-credit Environmental Literacy course. These courses can be identified by the letter E in the course number.

Important Notes Regarding Business Major Requirements

- Other approved math sequences include 1131Q & 1132Q; 1131Q & 1070Q; 1151Q & 1152Q; and 1151Q & 1070Q. See the undergraduate catalog for the full list.
- Students who place into ENGL 1003/1004 as a prerequisite for ENGL 1007/1010/1011 (based on SAT or TOEFL score: <http://placement.uconn.edu/english-placement/>) can use the ENGL 1003/1004 credits towards elective credits.
- MAJOR 2.0 GPA RULE FOR GRADUATION: MM majors are required to achieve a cumulative 2.0 grade point average for the total of all Marketing courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.
- Please see <http://catalog.uconn.edu/school-of-business/#Sch> for all School of Business Scholastic Standing (GPA) requirements.
- Honors students take MKTG 4996 and MKTG 4997W in their final year.

Residence Requirements

- School of Business:** At least 24 credits in 3000/4000 level courses including MGMT 4902 and BUSN 3003W must be earned *in residence* at the University, including no more than three independent study credits and three field study internship credits. At least 50% of the business credit hours required for the business degree must be earned while a student at the University of Connecticut. With the exception of UConn Faculty-Led Programs, Education Abroad courses may not be used to meet this requirement. In addition to the School of Business residence requirements for all majors, a Marketing Management major must complete the two required Marketing courses, MKTG 3208 and 3260 and one of the three 3-credit required 3000-4000 MKTG electives, in residence at the University of Connecticut. Education Abroad and NSE courses may not be used to meet this requirement.
- College of Liberal Arts and Sciences:** Students must earn a minimum of 30 credits *in residence* toward a degree at the University (study abroad courses count as *in residence* for CLAS). Students desiring to transfer credits should be aware of residence requirements in the individual schools and colleges, and should request necessary permissions in advance. Students seeking exceptions to any additional residence requirements of a school or college must petition the dean or director of the appropriate program from which they will earn their degree.

Dual Degree Requirements

- Both CLAS and Business require a minimum of 120 credits to earn a bachelor's degree. To obtain the dual degree, students must complete at least 18 credits in addition to the 120.

German Studies Major Required Courses

- _____ GERM 3233 (3) *(fall only)*
 _____ GERM 3234 (3) *(spring only)*
 _____ GERM 3251 (3) *(taken abroad)*
 _____ GERM 4246 (3) *(spring only)*
- _____ **Choose three:** GERM 3200, 3231, 3245, 3261W, 3264W, 3265, 3292, 3293 (on a non-literary topic), and 3294 (on a non-literary topic) and 3295 (on a non-literary topic) (9)
- _____ *Students are highly recommended to use **GERM 3292 (6) (internship taken abroad), GERM 3231 (3), and GERM 3232 (3)** to fulfill this requirement.*

- _____ **Choose one:** GERM 3254W, 3255W, 3293 (on a literary topic), 3294 (on a literary topic), or 3295 (on a literary topic) (3)

*Students are highly recommended to use **GERM 3255W (3) (fall only)** to fulfill this requirement.*

24 Total Required Major Credits

- _____ Related Course (3) *(fulfilled by Business requirements)*
 _____ Related Course (3) *(fulfilled by Business requirements)*
 _____ Related Course (3) *(fulfilled by Business requirements)*
 _____ Related Course (3) *(fulfilled by Business requirements)*

12 Total Required Major-Related Credits

^R**Residence Requirement:** MGMT 4902, BUSN 3003W, MKTG MKTG 3208 and 3260 and one of the three 3-credit 3000-4000 MKTG electives must be taken in residence at the University of Connecticut. Please see Catalog.uconn.edu/school-of-business/marketing-management/ for the full Residence Requirement.

Marketing Management Major Required Courses

- _____ ACCT 2001 (3) **Business Critical Course** *(complete within first four terms)*
 _____ ACCT 2101 (3) **Business Core**
 _____ BLAW 3175 (3) **Business Core**
 _____ BUSN 3003W (3)^R **Business Core**
 _____ BUSN 3005 (1) **Business Core**
 _____ FNCE 3101 (3) **Business Core, Related Course for German Studies**
 _____ MGMT 3101 (3) **Business Core**
 _____ MGMT 4902^R (3) **Business Core, Related Course for German Studies**
 _____ MKTG 3101 (3) **Business Core, Related Course for German Studies**
 _____ OPIM 3103 (3) **Business Core, Related Course for German Studies**
 _____ OPIM 3104 (3) **Business Core**
 _____ MKTG 3208 (3)^R
 _____ MKTG 3260 (3)^R
 _____ 3000/4000-level MKTG (or concentration) course^R (3)
 _____ 3000/4000-level MKTG (or concentration) course (3)
 _____ 3000/4000-level MKTG (or concentration) course (3)

46 Total Required Major Credits

No MM major may count more than 22 marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

Please see Catalog.uconn.edu/school-of-business/marketing-management/ for optional major concentrations.

Sample Sequence

First Semester/Fall	Second Semester/Spring	Third Semester/Fall	Fourth Semester/Spring	Fifth Semester/Fall
MATH 1070Q (3)* ENGL 1007, 1010, or 1011 (4)* ECON 1202 (CA2) (3)* GERM 1001 (4) UNIV 1800 or 1810 (1) 15 credits	MATH 1071Q (3)* ECON 1201 (3)* GERM 1002 (4) Business History (CA1C) (3) PSYC 1100 (3) 16 credits	STAT 1000Q or 1100Q (4)* GERM 1003 (4) Business International (CA4) (3) Business Philosophy (CA1D) (3) Environmental Literacy (3) 17 credits	ACCT 2001 (3)* GERM 1004 (4) Business Diversity (CA4) (3) CA1A (Cannot be PHIL, HIST, or GERM) (3) COMM 1000 (3) 16 credits <i>Apply to School of Business (if applicable)</i>	ACCT 2101 (3) BUSN 3005 (1) MKTG 3101 (3) Business Core (3) Business Core (3) GERM 3233 (3) <i>Fall only</i> 16 credits
<div>Summer Session Option GERM 1001 and 1002 online (8)</div>				
Sixth Semester/Spring	Seventh Semester/Fall (in Germany)	Eighth Semester/Spring (in Germany)	Ninth Semester/Fall	Tenth Semester/Spring
Business Core (3) Business Core (3) Lab Science (4) MKTG 3000/4000-level course (3) GERM 3234 (3) <i>Spring Only</i> 16 credits	Business Elective (3) GERM 3293 (3) GERM 3251 (CA1E) (3) GERM 3231 (3) <i>Online</i> 12 credits Sept—Feb	BUSN 4891 (Internship) (6) GERM 3292 (Internship) (6) 12 credits March—August	Business Core (3) MKTG 3208 or 3260 (3) MKTG 3000/4000-level course (3) GERM 3255W (CA1B) (3) GERM 3232 (3) 15 credits	BUSN 3003W (3) MKTG 3208 or 3260 (3) MKTG 3000/4000-level course (3) MGMT 4902 (3) GERM 4246 (Capstone) (3) <i>Spring Only</i> 15 credits

Total Credits in Sample Sequence: 150

Note: The University requires a minimum of 138 credits for dual degrees.

Note: Students who have already completed Intermediate German II prior to the first semester must account for additional credits.

**Students seeking admission to the School of Business must complete or be enrolled in these courses when applying. Please see undergrad.business.uconn.edu/ applying for other details regarding admissions and minimum requirements.*

This document is intended as a guide for general advising purposes. Students are encouraged to use this plan of study as a supplement to academic advising appointments with each major department. Students are ultimately held responsible for meeting all University and degree requirements.