

Marketing

Central Connecticut State University
 School of Business Curriculum Worksheet
 Fall 2007 - Spring 2008

Student Name: _____

School ID #: _____

Academic Advisor: _____

Faculty Advisor: _____

The courses with an asterisk (*) and all Upper Division must be completed with a C- or better.

The courses that are shaded must be completed and at least 45 credit hours earned before being admitted into Upper Division.

General Education

Study Area I - Arts & Humanities (9 credits)

200 Level English Literature		

Study Area II - Social Sciences (9 credits)

History		
*ECON 200 Macroeconomics		
*ECON 201 Microeconomics		

Study Area III - Behavioral Sciences (6 credits)

Study Area IV - Natural Sciences (6-7 credits)

(One lab must be included)		

Skill Area I - Communication Skills (6 credits)

*ENG 110 Freshman Composition		
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Skill Area II - Mathematics (9 credits)

*MATH 125 Applied Calculus I -or-		
*MATH 123 Applied Business Math		

*STAT 200 Business Statistics I		
*STAT 201 Business Statistics II		

Skill Area III - A: International Requirement

International Requirement		
International Requirement		

Skill Area III - B: Language Proficiency

3 Sequential Yrs of One Foreign Language at the High School Level		
Completed 112 or 114 foreign language course		
Passed Foreign Language Exam		

Skill Area IV - University Requirement (2-3 credits)

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General Electives (18 credits)

Lower Division Business Core - prereq. in parentheses (24 credits)

*AC 211 Intro to Financial Acct (MATH 101)		
*AC 212 Intro to Managerial Acct (AC 211)		
*MC 207 Managerial Communications (ENG 110)		
*MIS 201 Intro to MIS		
*FIN 295 Managerial Finance (STAT 200, MATH 123/125, AC 211)		
*MGT 295 Fundamentals of Management		
*MKT 295 Fundamentals of Marketing		
*LAW 250 Legal Environment of Business		

Upper Division Required Courses in Major

See Faculty Advisor (12 credits)

MKT 305 Consumer Behavior (MKT 295)		
MKT 373 Marketing Research (MKT 295, STAT 201)		
MKT 380 Market Data Analysis (MKT 373, STAT 201)		
MKT 450 Marketing Strategy and Plan (AC 212, FIN 295, MGT 295, MIS 201, MKT 380)		

Choose Three Classes (9 credits)

MKT 306 Advertising and Promotion (MKT 295)		
MKT 307 Sales Administration (MKT 295)		
MKT 311 Retailing (MKT 295)		
MKT 321 International Marketing (MKT 295)		
MKT 339 Spatial Marketing (MKT 295)		
MKT 350 Internet Marketing & Channels (MKT 295)		
MKT 358 Relationship Marketing (MKT 295)		
MKT 359 Special Events Marketing (MKT 295)		
MKT 375 Services Marketing (MKT 295)		
MKT 390 Product Development (MKT 380)		
MKT 413 Business to Business Mktg (MKT 295)		
MKT 415 Mktg Touristic Startup (MKT 295, MGT 295, AC 211)		
MKT 439 Direct Marketing (MKT 373)		
MKT 444 Direct Marketing Analytics (MKT 373)		
MKT 470 Integrated Mktg Campaigns (MKT 306)		
MKT 480 Mkt for Non-Profit Institutions (MKT 295)		
MKT 481 Consultative Selling Techniques (MKT 305)		
MKT 495 Field Studies in Int'l Marketing		
MKT 496 Marketing Praticum		
MKT 498 Marketing Topics		

Business Electives: Choose three (9 credits)

Mkt 494/497 Independent Study Mktg Internship or a 300 Lvl Bus Elec		
Business Elective 300 Level or above		
Business Elective 300 Level or above		

Upper Division Capstone (3 credits)

MGT 480 Strategic Management		
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Total Credits Required for Graduation: 122

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