

**MARKETING MAJORS**  
**ACADEMIC ADVISING FOR SPRING 2008**  
**WILL TAKE PLACE**  
**OCTOBER 22 – NOVEMBER 2, 2007**

**In order to register for spring classes, you must first meet with your advisor  
and obtain an alternate Personal Identification Number (PIN).**

**Sign-up sheets will be posted outside each advisor's office.**

**Simply write your name on any available time slot.\***

**You must bring a copy of your updated curriculum sheet to your appointment and your unofficial  
transcript.**

**Curriculum sheets may be obtained in RVAC 216.**

### **Curriculum Requirements**

Students must first successfully complete the School of Business' *Pre Major Requirements* with C- or better before they can be admitted to the School of Business. An overall cumulative change average of 2.5 is required to be admitted to and remain in the School of Business. Upon admission to the marketing major, students must complete the *Common Business Core* of 27 credits with a C- or better plus an additional 30 credits of specific *Marketing Course Work* (all with a C- or better) as follows:

### **Marketing Core**

Students are required to take the following core courses for (12 credit hours) MKT 305, 373, 380, 450

### **Marketing Electives**

Students complete their marketing program by selecting 3 courses (9 credit hours) from the following: Mkt 306, 307, 311, 321, 339, 340, 350, 358, 359, 375, 413, 415, Gen Ed-Skl-3 (FL 111 (*often waivable*)) or Gen Ed-Std 1 439, 444, 450, 470, 481, 495.

### **Business Electives**

Students must choose 3 courses (9 credit hours) from 300 or 400 level marketing or business courses. Will consider MKT 494, 496 and 497 as business electives, but they are only offered in winter/summer.

### **Overrides**

No exceptions will be granted for overrides of course **pre-requisites**. Generally, permission is not given to **over-enroll** in a class. To get into a class that is filled you must wait until classes begin and obtain written permission from the instructor and then fill out the over-enrollment permission form and take it to the department secretary who will get the chair's signature.

### **Requirements:**

1. The *Pre-Major Requirements* (24 credits: C- or better each course: 2.0 or better GPA in the following eight courses) (AC211, 212; ECON 200, 201; ENG 110; MATH 123 or 125; STAT 200; 201)
2. The *Common Business Core* (27 credits: C- or better each course; 2.0 or better GPA in the following nine courses) (AC 211, 212; FIN 295; LAW 250; MC 207 MGT 295, 480; MIS 201; MKT 295)
3. The *Marketing Majors* (33 credits: C- or better each course 2.0 or better GPA in the following areas:  
*Marketing Core 9 credits, Marketing Elective 15 credits, Business Electives 9 credits.*

The various Gen Ed study (Std) Area and Skills (Ski) Area requirements and Non-business Electives (65 credits). Students must also have a 2.0 or better GPA in all CCSU course work.

<u>Advisor</u>	<u>Room</u>	<u>Advisor</u>	<u>Room</u>	<u>Advisor</u>
Joseph Bonnici	RV 461	Anita Jackson	MW 218	Nusser Raajpoot RV 418
Raymond DeCormier	MS 225	Khoon Koh	RV 420	Dwight Scherban MS 106
Henry Greene	RV 462	Jean Lefebvre	RV 413	

- If you have not signed up the evening before for an appointment, faculty may not be there.
- If you are not certain who your advisor is, call Rosemarie Lawrence at 832-3305

NOTE: Lower division students (pre-marketing) should see Sharon Braverman in RV216 for advising.

## Typical Curriculum For Marketing Majors

<b>Freshman Year</b>				
Gen Ed-Std-2 (Econ 200)	3		Gen Ed-Std-2 (Econ 201)	3
FYE [can be in a Gen Ed-Std 1]	3		Gen Ed-Skl-2 (Math 123 or 125)	3
Gen Ed-Std-4 (Natural Science)	3		Gen Ed-Skl-1 (Eng 110)	3
Non-Business Elective (Math 101)	3		Law 250 (Common Business Core)	3
MIS 201 (Common Business Core)	3		Gen Ed-Std-4 (Natural Science—Lab)	<u>3 or 4</u>
Gen Ed-Skl-4 (PE 244)	<u>2</u>			15 or 16
	17			
<b>Sophomore Year</b>				
AC 211 (Common Business Core)	3		AC 212 (Common Business Core)	3
Gen Ed Skl-2 (Stat 200)	3		Non-Business Elective (Stat 201)	3
Gen Ed-Skl-1 (Communications)	3		MKT 295 (Common Business Core)	3
Gen Ed-Std-3 (English Literature )	3		MC 207 (Common Business Core)	3
MGT 295 (Common Business Core)	<u>3</u>		FIN 295 (Common Business Core)	3
	15		Gen Ed-Skl-3 (FL 112 ( <i>often waivable</i> ) or Non-Business Elective (International))	<u>3</u> 18
<b>Junior Year</b>				
MKT 305	3		MKT 423	3
MKT Elective	3		MKT Elective	3
Gen Ed-Std-2 (History)	3		BUS Elective	3
Gen Ed Std-3 (Behavioral Science)	3		Gen Ed-Std-1 (Arts & Humanities)	3
Gen Ed-Skl-3 (FL 111 ( <i>often waivable</i> )) or Gen Ed-Std 1	<u>3</u>		Gen Ed-Std-3 (Behavioral Science)	<u>3</u>
	15			15
<b>Senior Year</b>				
MKT Elective	3		MKT 450	3
MKT Elective	3		MKT Elective	3
BUS Elective	3		BUS Elective	3
Gen Ed-International or Non-Business Elective (If Int'l Requirements met)	3		MGT 480 or Non-Business Elective	3
MGT 480 or Non-Business Elective	<u>3</u>		Non-Business Elective	<u>2 or 3</u>
	15			14 or 15

# ADVICE FOR MARKETING MAJORS

- Advising takes place from October 22 – November 2.
- All marketing **faculty have placed sign-up schedules** on their doors. Sign up as soon as possible. Or contact them for special arrangements.
- **Register on time.** Do not wait until just before classes start to try to enroll. If you enroll at the appointed time, there should be enough openings in the classes to accommodate all matriculated students. If you do not register on time, the classes may be closed and you will have to wait until the next semester. We watch enrollments during the normal registration period and make adjustments when needed.
- If you are a **part-time student**, be sure to **pay your fees on time**. Every semester we hear of students that are dis-enrolled from their classes because they did not pay on time. The classes may be closed by the time you pay.
- If you are **pre-marketing**, go to Sharon Braverman's office in RVAC 216. All pre-business advising is done in this office. The marketing department does not have your PIN.
- Bring a **current degree evaluation** with you to your advising. The Central Pipeline allows you to get a degree evaluation to check the University's records of your progress in the Marketing Program. If there are inaccuracies, get them resolved, or you may find yourself unable to register because a prerequisite is not properly reflected in your records. Keep track of your status frequently so there are no surprises.
- If you plan to **graduate** in one year or less, you must **apply to graduate** with the Registrar. The application should be filed a year before you expect to graduate.
- If you want to do a **Co-op** through the University, you must take a one credit **Co-op course** through Career Services the semester before you do the co-op.
- If you want to do an **internship or independent study**, you must find a faculty supervisor and work out a program of study. You must file a university **form** that must be signed by the chair before you begin your project. All paperwork can be taken to the Department Secretary who will secure the signature of the chair. You may only enroll for an internship or independent study in the winter or summer terms but the work may be completed during the regular semester.
- If you are **repeating a class more than once** because of grades less than a C-, you must get **permission form** the chair by completing a form that is available from the Department Secretary.
- Permission forms are required if you are **currently taking a required prereq** for the course or if you are **transferring credit for a prereq** from another school. You may be unable to enroll in classes because your record is not up to date. You must get these conditional **permission forms from** the chair by completing a form that is available from the Department Secretary.
- **All prereqs must be met.** No overrides are given to wave prereqs.

[Revised 9/24/07]