

MARKETING (BS)

The Marketing major provides business students with the analytical tools for the following strategic decisions for the firm: which markets and customers to serve, with which products and services, and how it will compete. Students study the management of customers, distribution channels, products and brands, communications, and pricing and the use of information for marketing decisions.

Bachelor of Science Requirements

Marketing majors are required to achieve a cumulative 2.0 grade point average for the total of all Marketing (MKTG) courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

Residence Requirement

In addition to the School of Business residence requirements for all majors, a Marketing major must complete MKTG 3208 Consumer Behavior, MKTG 3260 Marketing Research, and MKTG 4362 Marketing Planning and Strategy in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

Required Major Courses

In addition to the courses outlined in the Common Body of Knowledge (<https://catalog.uconn.edu/undergraduate/business/#additionalreqs>) and Capstone Requirements (<https://catalog.uconn.edu/undergraduate/business/#additionalreqs>), Marketing majors must take:

Course	Title	Credits
MKTG 3208	Consumer Behavior	3
MKTG 3260	Marketing Research	3
MKTG 4362	Marketing Planning and Strategy	3
Two 3000-4000 level courses in marketing ¹		6
Total Credits		15

¹ A maximum of three (3) credits of MKTG 4881 Internship in Marketing, MKTG 4882 Practicum in Professional Sales, or MKTG 4899 Independent Study can be counted toward this requirement. The requirement for two 3000-4000 level courses in marketing can be met by completing any of the optional concentrations in Marketing even if non-marketing courses are used to complete the concentration.

Optional Concentrations

Additionally, marketing majors may complete one concentration in:

Digital Marketing & Analytics

To complete a concentration in Digital Marketing & Analytics, a student must complete the following courses, receiving a grade of "C" or "S" or better in each course.

Course	Title	Credits
MKTG 3661	Marketing and Digital Analytics	3
MKTG 3665	Digital Marketing	3
One 3000 or 4000-level MKTG course		3
Total Credits		9

Professional Sales Leadership

To complete a concentration in Professional Sales Leadership, a student must complete the following courses, receiving a grade of "C" or "S" or better in each course.

Course	Title	Credits
MKTG 3452	Professional Selling	3
MKTG 3454	Sales Management and Leadership	3
One 3000 or 4000-level MKTG course		3
Total Credits		9

Social Responsibility and Impact in Business

To complete a concentration in Social Responsibility and Impact in Business, a student must complete the following courses, receiving a grade of "C" or "S" or better in each course.

Course	Title	Credits
Select two of the following:		6
BLAW 3252 or BLAW 5252	Business and Human Rights	
BLAW 3253 or BLAW 5253	Sustainability, Markets, and Society	
BLAW 3254 or BLAW 5254	Social Responsibility and Accountability in Business	
MKTG 3255 or MKTG 5255	Global Issues in Marketing for Social Impact	
MKTG 3258 or MKTG 5258	Marketing Strategy for Environmental and Social Impact	
One 3000 or 4000-level MKTG course		3
Total Credits		9

Limit on Major Credits

No Marketing major may count more than 22 3000/4000-level Marketing credits beyond MKTG 3101 Introduction to Marketing Management toward those credits presented for degree requirements.

Internships in Marketing

The Marketing Department offers two for-credit internship programs: Marketing (MKTG 4881 Internship in Marketing) and Professional Sales (MKTG 4882 Practicum in Professional Sales). These internships are designed to provide students with professional experience in the world of marketing and sales, build valuable professional relationships, and open the door for future employment opportunities. Internship courses are offered during summer session, fall semester, and winter intersession, with field work usually completed in the summer before senior year or the winter before the student's last semester. For more information, visit the Marketing Department website.