

**Central Connecticut State University  
School of Business**

**Degree:** Bachelor of Science  
**Program:** Marketing  
**Effective Term:** Fall 2025

Name: \_\_\_\_\_

ID#: \_\_\_\_\_

**General Education: Ways of Understanding:**

**Arts & Humanities (9 credits)**

	Credits	Grade
Literature	3	
LAW 250	X	
	3	

**Social & Behavioral Sciences (12 credits)**

	Credits	Grade
History	3	
ECON 200 Principles of Macroeconomics	X	
ECON 201 Principles of Microeconomics	X	
	3	

**Math & Natural Sciences (9-10 credits)**

	Credits	Grade
MATH 123 or 125 or 152	X	
STAT 104 or 200 or 215	X	
Lab Science	3-4	

**General Education: Essential Skills:**

**Written & Oral Communication (6 credits)**

	Credits	Grade
WRT 105 or 110	X	
MC 207	X	

**World Language (0-6 credits) or Gen Ed Free Elective (3 credits)**

	Credits	Grade
World Language course numbered 112 or 118* or Gen Ed Free Elective	3	

**Thriving in College (2-3 credits)**

	Credits	Grade
CCSU 102, 103, or FYE course**	2-3	

A maximum of 16 credits applied towards Ways of Understanding and Essential Skills requirements may be used to fulfill a major and/or minor requirement.

**International & Equity, Justice, & Inclusion (EJI)**

**Requirements:**

	Credits	Grade
International	3	
International	3	
Equity, Justice, & Inclusion*** LAW 250	X	

Coursework applied toward International & EJI requirements may be used in any other area of general education or program requirements.

**Honors Program:** HON courses can be used to fulfill certain general education requirements. Consult the Honors Program curriculum for details.

**Residency Requirements:** A minimum of 30 credits overall must be completed in residence, with at least 15 credits in the major (at least 12 of which must be at the 300 level or above) and 9 credits in a minor at Central. In residence means attending classes conducted on campus or under supervision of Central.

**Major Requirements (57 credits)**

Requires grade of C- or higher, unless otherwise specified.

	Credits	Grade
<b>Common Business Core</b>		
AC 211 Intro to Financial Accounting	3	
AC 212 Intro to Managerial Accounting	3	
FIN 295 Managerial Finance	3	
LAW 250 The Legal and Ethical Environment	3	
MC 207 Managerial Communication 1	3	
MGT 295 Fund of MGT & Orgnl Behavior	3	
MIS 201 Intro to Management Info Systems	3	
MKT 295 Fundamentals of Marketing	3	
BUS 480 Capstone Seminar	0	
MGT 480 Strategic Management	3	
<b>Marketing Core</b>		
MKT 305 Consumer Behavior	3	
MKT 373 Marketing Research	3	
MKT 380 Market Data Analysis	3	
MKT 450 Marketing Strategy and Plan	3	
<b>Marketing Electives (9 credits):</b> MKT 301, 306, 307, 311, 321, 350, 358, 359, 360, 375, 390, 413, 415, 439, 444, 470, 480, 481, 482, 494, 496, 497 or 498	9	
<b>Business Electives:</b> AC 300-499 or BUS 300-499 or ENT 300-499 or FIN 300-499 or IB 300-499 or LAW 300-499 or MGT 305-499 or MIS 300-499 or MKT 301-499	9	

**School of Business Pre-Major Courses (24 credits)**

Requires grade of C- or higher

	Credits	Grade
AC 211 Intro to Financial Accounting	3	
AC 212 Intro to Managerial Accounting	3	
MC 207 Managerial Communication 1	3	
ECON 200 Principles of Macroeconomics	3	
ECON 201 Principles of Microeconomics	3	
STAT 104 or 200 or 215	3	
MATH 123 or 125 or 152	3	
WRT 105 or 110	3	

**Additional Requirements (3 credits)**

	Credits	Grade
BUS 250 Intro to Business Analytics	3	

**Is a Minor Required with this Major?**  Yes  No

Coursework applied toward Related or Additional requirements may be used in any other area of general education or program requirements.

Free electives may be used, as needed, to reach the total credits required for the degree when all other degree requirements have been met.

**Total Credits Required for Degree: 120**

\* Students with 3 years, or more, of one world language at the high school level, a passing score on a world language placement exam, or native proficiency in a language other than English will have the World Language requirement waived and can satisfy this requirement with any general education free elective course (3cr).

\*\* Transfer students with 24 or more transfer credits at the time of admission can satisfy this requirement with any general education free elective (3cr).

\*\*\* Waived for transfer students with 50 or more transfer credits at the time of admission.