

B.S. in Resource Economics
Marketing and Business Management Concentration
With a Minor in Business

Sample Sequence of Courses

<p><u>First Semester</u> General Education Requirements</p> <p style="text-align: right;">Total credits:15</p>	<p><u>Second Semester</u> General Education Requirements</p> <p style="text-align: right;">Total credits:15</p>
<p><u>Third Semester</u> General Education Requirements including ARE 1110 Population, Food and the Environment Electives</p> <p style="text-align: right;">Total credits:15</p>	<p><u>Fourth Semester</u> General Education Requirements including ARE 1150 Principles of Agricultural and Resource Economics OR ECON 1201 Principles of Microeconomics</p> <p style="text-align: right;">Total credits:15</p>
<p><u>Fifth Semester</u> ARE 3210 Essentials of Accounting and Business ARE 3215 Business Management ARE 3225 Marketing and Futures Trading Electives</p> <p style="text-align: right;">Total credits:15</p>	<p><u>Sixth Semester</u> ARE 3260 Food Policy ARE 3261W Writing in Food Policy ARE 4275 Agribusiness Mgt. & Entrepreneurship ARE 4217 Business Finance in Food and Resource Industries Electives</p> <p style="text-align: right;">Total credits:15-16</p>
<p><u>Seventh Semester</u> BADM 3270 Business Law BADM 3471 Risks and Rewards of Entrepreneurship ARE 4464 Benefit Cost Analysis& Resource Management ECON 2411 Money and Banking Electives</p> <p style="text-align: right;">Total credits:15</p>	<p><u>Eighth Semester</u> BADM 3750 Introduction to Marketing Management BADM 3755 Marketing on the Internet BADM 3742 New Venture Management Electives</p> <p style="text-align: right;">Total credits:15</p>

The Resource Economics major places a high priority on program flexibility and individualized attention. In addition to meeting the general education requirements of the University and the College, students may specialize areas of concentration including Marketing and Business Management, Environmental Economics and Policy and International Development.

This sample plan of study for a Marketing and Business Management concentration includes general education requirements, 36 credits of the Resource Economics major requirement, 15 credits of the Business minor requirement and many electives. Other opportunities for majors include summer internships and foreign study.

For more information, visit www.are.uconn.edu or contact the department at ResourceEconomics@uconn.edu