

This model is in effect for all students entering the program after 9/1/2008

Name: _____

Program Guide, Bachelor of Science, Marketing

- ◆ All students are required to take a minimum combined total of 42 semester hours of General Education and Rowan Experience courses. *(Italics indicate prerequisites)*

GENERAL EDUCATION REQUIREMENTS (choice from Approved Gen Ed Guide)				51-53 S.H.
Transfer	Rowan	Hegis #	COMMUNICATIONS BANK <i>minimum 6 s.h.</i>	6-7 S.H.
		COMP01.111	College Composition I (3 s.h.) or	3-4 s.h.
		COMP01.105	Integrated College Composition I (4 s.h.)	
		COMP01.112	College Composition II (<i>College Composition I</i>)	3 s.h.
Transfer	Rowan	Hegis #	SCIENCE/MATHEMATICS BANK <i>minimum 7 s.h.</i>	13 S.H.
			Math Choice	3-4 s.h.
			Lab Science	4 s.h.
Transfer	Rowan	Hegis #	SOCIAL & BEHAVORAL SCIENCES BANK <i>minimum 6 s.h.</i>	9S.H.
Transfer	Rowan	Hegis #	HISTORY/HUMANITIES/LANGUAGE BANK <i>minimum 6 s.h.</i>	6S.H.
Transfer	Rowan	Hegis #	NON-PROGRAM COURSES <i>minimum 6 s.h.</i> (any course not taught in the College of Business)	17-18 S.H.

ROWAN EXPERIENCE REQUIREMENTS (choose from Approved RE Guide)				
(Can be taken as a Gen Ed OR within the major requirements.)				
Transfer	Rowan	Hegis #		6 S.H.
		CMS 04205	Public Speaking (<i>College Composition I and II</i>)	3 s.h.
			Artistic/Creative Experience	3 s.h.
CHECK TO BE SURE THE FOLLOWING REQUIREMENTS ARE COMPLETED				
			Broad Based Literature Course (LIT)	s.h.
			Writing Intensive Course (WI)	
			Multicultural/Global Course (M/G)	
			Lab Science Course (LAB)	
			Computer Competency Exam or Computer Literacy Course	
			Rowan Seminar (RS) – <i>Freshmen Only</i>	

- ◆ **NOTE:** *M/G, LIT, ACE, WI and RS courses, if taken within the major program of study, CAN NOT COUNT towards the minimum total of Gen Ed 42 credits.*
- ◆ This information has been provided by the department listed above as of the date listed below and is subject to change.
- ◆ To declare this major go to the CAP Center in Savitz Hall.
- ◆ **Students should consult with their program advisor for suggested General Education and Rowan Experience courses.**



HEGIS #	COURSE NAME	S.H.	Prerequisites in italics
Business Core Requirements			27 s.h.
	Principles of Marketing		<i>College Comp I or Integrated College Comp, 12 s.h.</i>
	Principles of Accounting I		<i>Completion of 24 s.h.</i>
	Principles of Accounting II		<i>Principles of Accounting I</i>
	Legal Environment of Business		<i>Completion of 24 s.h.</i>
	Organizational Behavior		*
	Principles of Finance		<i>Macro/Microecon, Prin Acc II, Calc T&A or Calc I, Stats I & *</i>
	Management Information Systems		*
	Operations Management		<i>[Calculus: Tech & Appl or Calc I, Statistics I], OR *</i>
	Business Policy		<i>Legal Environ, Prin of Mktg, Org Behavior, Prin of Finance, Acctg Info Systems, Oper Mgt, and **</i>

Marketing Requirements			18 s.h.
	Consumer Behavior		<i>Principles of Marketing; 57 SH completed</i>
	Research Methods (WI)		<i>Prin of Marketing; Statistics I; College Composition II, 57 SH completed</i>
	International Marketing (MG)		<i>Principles of Marketing; 57 SH completed</i>
	Strategic Marketing Management		<i>Consumer Behavior; International Marketing, 90 SH completed</i>

Marketing Electives			15 s.h.
	Business Logistics		Product/Price/New Venture Mgmt
	Business to Business Marketing		Retailing
	Internet Marketing		Salesforce Management
	Mgmt of Advertising & Promotion		Services Marketing
	Marketing Channels		Selected Topics in Marketing
	Marketing Plan		Supervised Internship in Marketing
	Personal Selling		

***Marketing Electives			6 s.h.
	(RS when required)		
<p>*** Any 300 or 400 level non-required course in Marketing or Business may be taken Marketing and the Business Environment (RS) or its equivalent will meet this requirement Internships other than the Supervised Internship in Marketing do not satisfy this requirement.</p>			

Other Required Courses (may be included in General Education)			
	Public Speaking		<i>College Composition II</i>
	Calculus: Techniques & Applications or Calculus I		<i>Completed equivalent of College Algebra</i>
	Statistics I		<i>Completed equivalent of College Algebra</i>
	Approved Gen Ed Computing Course		
	An Intro to Economics - a Macroeconomic Perspective		
	An Intro to Economics - a Microeconomic Perspective		

NOTE: Prerequisites:

- * Completion of 60 s.h. as a Business Major
- ** Completion of 90 s.h. as a Business Major
- *** Junior = completion of 57 s.h. and Senior = completion of 90 s.h.

◆ **B. S. in Marketing**
◆ **Suggested Course Sequence**

- ◆ PLEASE NOTE: Considerable flexibility exists for moving courses between spring and fall semesters, except when a course is only offered in spring or fall (noted in some Specialization Courses). When altering course sequences, give careful consideration to prerequisites.

FIRST SEMESTER			SECOND SEMESTER		
COMP01.111	College Comp I	3	COMP01.112	College Comp II	3
MATH 03.125	Calc Tech/Applications		STAT 02.260	Statistics I	
ECO 04.101	Macroeconomics		ECO 04.102	Microeconomics	
MKT 09.1xx	Marketing & Bus. Environ. (RS)		MKT 09.200	Principles of Marketing	
(note1)	General Education Computing Course			History/Humanities/Language	
Total Credits			Total Credits		
THIRD SEMESTER			FOURTH SEMESTER		
CMS 04.205	Public Speaking (PS)			Lab Science (LAB)	
	Artistic and Creative Experience (ACE)		MGT 98.242	Legal Environment	
	Social/Behavioral Science		ACC 03.211	Principles of Accounting II	
ACC 03.210	Principles of Accounting I			NPC or Free Elective	
	History/Humanities/Lang (LIT)			NPC or Free Elective	
Total Credits			Total Credits		
FIFTH SEMESTER			SIXTH SEMESTER		
MGT 06.309	Organizational Behavior		MGT 06.305	Operations Management	
FIN 04.300	Principles of Finance		MKT 09.379	International Marketing (MG)	
MIS 02.334	Mgmt Info Systems			Marketing Elective	
MKT 09.376	Consumer Behavior			Marketing Elective	
	Marketing Elective			NPC or Free Elective	
Total Credits			Total Credits		
SEVENTH SEMESTER			EIGHTH SEMESTER		
MKT 09.384	Research Methods/Market (WI)		MGT 06.402	Business Policy	
	Marketing Elective		MKT 09.403	Strategic Marketing Mgt	
	Marketing or Business Elective			Marketing Elective	
	NPC or Free Elective			Marketing or Business Elective	
	NPC or Free Elective			NPC or Free Elective	
Total Credits			Total Credits		

NOTES OR COMMENTS

1. Rowan Seminars are required only of native and transfer students with less than 24 completed semester hours. Marketing and the Business Environment (RS) counts as one of the two required Marketing or Business Electives.
2. No HEGIS number currently confirmed for Rowan Seminar: Marketing and the Business Environment.
3. Rowan Experience Courses are noted in Parentheses (RS,ACE,PS,LAB,LIT,MG,WI)
4. Non-Program Courses are noted as NPC
5. There is flexibility in the completion of certain course requirements-see your advisor regularly for guidance
6. Students must take 11-12 semester hours of Non-Program Courses and 9 credit hours of Free Electives
7. Some Marketing Electives are offered only in the fall or spring semesters