BACHELOR OF SCIENCE IN MARKETING CURRICULUM WORKSHEET --120-1 semester hours
(2/01/2011 -- For students entering Fall 2011 or after)

Name **Rowan ID**

			ROWAN EXPERIENCE and GENERAL EDUCATION REQUIREMENTS (51-53 SH)
TR	Rowan	Plan	**Communications (6-7 SH)**
			College Composition I or Int College Composition I
			College Composition II *(College Comp I or ICCI)*
TR	Rowan	Plan	**Math & Science (13 SH)**
			Calculus: Technics & Applications Preferred or Calculus I *(Equivalent of College Algebra)*
			Statistics I (Equivalent of College Algebra)
			Approved **General Education computing course**
			(LAB) **Lab Science**
TR	Rowan	Plan	**Social & Behavioral Science (9 SH)**
			Intro to Economics: Macroeconomic Perspective
			Intro to Economics: Microeconomic Perspective
TR	Rowan	Plan	**History/Humanities/Language (6 SH)**
			(LIT Required)
TR	Rowan	Plan	**Non-program courses (17-18 SH)**
			(PS) **Public Speaking** *(College Composition II)*
			(ACE Required)
TR	Rowan	Plan	**FREE ELECTIVES (7-9 SH)**

(Prerequisites in Parentheses)

NOTE: All General Education and Rowan Experience Courses must be selected from the Appropriate Guide

Rowan Experience Checklist
_____ Rowan Seminar (RS)
_____ Literature (LIT)
_____ Writing Intensive (WI)
_____ Laboratory Science (LAB)
_____ Multicultura or Global (M/G)
_____ Aritistic & Creative Experience (ACE)
_____ Public Speaking (PS)

			PROGRAM REQUIREMENTS (60 SH)	
TR	Rowan	Plan	**Business Core (27 SH)**	
			Principles of Marketing *(College Composition I; 12 SH completed.)*	
			Management Information Systems *(College Algebra; 15 SH completed; pending)*	
			Principles of Accounting I *(30 SH completed)*	
			Principles of Accounting II *(Principles of Accounting I)*	
			Legal Environment of Business *(30 SH completed)*	
			Organizational Behavior *(60 SH completed)*	
			Principles of Finance *(An Introduction to Economics-A Macroeconomic Perspective; An Introduction to Economics-A Microeconomic Perspective; Principles of Accounting II; Calculus: T & A; Statistics I; 60 SH compeleted)*	
			Operations Management *(Calculus: Techniques & Applications or Calculus I; Statistics I; 60 SH completed)*	
			Business Policy *(Legal Environment of Business; Principles of Marketing; Organizational Behavior; Principles of Finance; Management Information Systems; Operations Management; 90 SH completed)*	
TR	Rowan	Plan	**Marketing Required Courses (12 SH)**	**Marketing Electives**
			Consumer Behavior *(Principles of Marketing; 57 SH completed)*	*Business Logistics*
			(WI) **Research Methods** *(Statistics I; College Compostion II; Principles of Marketing; Management Information Systems pending; 57 SH completed)*	*Business to Business Marketing*
				Internet Marketing
			(MG) **International Marketing** *(Principles of Marketing; 57 SH completed)*	*Mgmt of Advertising & Promotion*
			Strategic Marketing Management *(Consumer Behavior; International Marketing; 90 SH completed)*	*Marketing Channels*
				Marketing Plan
TR	Rowan	Plan	**Marketing Electives (15 SH)**	*Personal Selling*
				Product/Price/New Venture Mgmt
				Retailing
				Salesforce Management
				Services Marketing
				Selected Topics in Marketing
TR	Rowan	Plan	******Marketing or Business Electives (6 SH)**	*Supervised Internship in Marketing*
				Or, any other 300- or 400-level non-required MKT course

****Any 300 or 400 level non-required course in Marketing or Business may be taken, or, any Rowan Seminar Offered by the RCOB or their equivalents, and, internships other than the Supervised Internship in Marketing do not satisfy this requirement.

___ trans crs _____initials/date ___ trans crs_____ initials/date