

Bachelor of Science (B. S.) in Marketing
SUGGESTED COURSE SEQUENCE-- Last Modified 8/10/2023.

Requirements for Rowan students entering the major Fall 2023 and after

PLEASE NOTE THE FOLLOWING:

1. Some flexibility exists for moving some courses between fall and spring semesters.
2. When altering course sequences, give careful consideration to prerequisites and when courses are offered.
3. **General Minimum Graduation Requirements include:** 120 credits (30 of which are completed at Rowan), completion of ALL required courses for your respective major, 2.0 cumulative GPA as well as a 2.5 overall GPA in your business course requirements.
4. **Senior Privilege**— If you have 90 credits and at least a 3.0 GPA, you may take one graduate level course each semester during your senior year for no extra cost. Please contact your advisor for information.

FIRST SEMESTER (17 S.H.)		SECOND SEMESTER (15 S.H.)	
College Composition I OR Intensive College Composition	COMP 01.111 OR COMP 01.105	College Composition II	COMP 01.112
Calculus: Techniques & Applications OR Calculus I	MATH 03.125 OR MATH 01.130	Statistics I	STAT 02.260
Artistic Literacy (ARTL)	Attribute "ARTL" in section tally	Scientific Literacy	Attribute "SCIL" in section tally
An Introduction to Economics - A Macroeconomic Perspective	ECON 04.101	An Introduction to Economics – A Microeconomic Perspective	ECON 04.102
Marketing and the Business Environment (or free elective for non-freshmen students)	MKT 09.101	General Ed Computing Course	Computing Environments (CS 01.110) suggested
How to Succeed in Business School (RS- Rowan Seminar)	BUS 01100		
THIRD SEMESTER (15 S.H.)		FOURTH SEMESTER (14 S.H.)	
Principles of Accounting I	ACC 03.210	Principles of Accounting II	ACC 03.211
Public Speaking OR Digital Presentations	CMS 04.205 OR CMS 04.206	Legal Environment of Business	MGT 98.242
Principles of Marketing	MKT 09.200	Broad Based Literature Course	Attribute "LIT" in section tally
Management Information Systems	MIS 02.234	Career Planning and Development	BUS 01.488
Free Elective		Free Elective	
FIFTH SEMESTER (15 S.H.)		SIXTH SEMESTER (15 S.H.)	
Consumer Behavior	MKT 09.376	International Marketing	MKT 09.379
Free Elective		Marketing elective (select from approved list) - (2 of 5)	
Operations Management	MGT 06.305	Marketing elective (select from approved list) - (3 of 5)	
Organizational Behavior	MGT 06.300	Principles of Finance	FIN 04.300
Marketing elective (select from approved list) - (1 of 5)		Free Elective	
SEVENTH SEMESTER (15 S.H.)		EIGHTH SEMESTER (15 S.H.)	
Research Methods in Marketing (WI)	MKT 09.384	Advanced Marketing Research Methods	MKT 09.388
Marketing elective (select from approved list) - (4 of 5)		Strategic Marketing Management	MKT 09.403
Marketing elective (select from approved list) - (5 of 5)		Business Policy	MGT 06.402
Free elective		Business or Marketing Elective (1 of 1) OR Free elective if MKT 09101 was completed	
Free Elective		Free Elective	