

Student ID: \_\_\_\_\_  
Student Name: \_\_\_\_\_  
Advisor Name: \_\_\_\_\_

Catalog: 2026-2027 Rowan University Academic Catalog  
Program: Bachelor of Science in Marketing  
Minimum Credits Required: \_\_\_\_\_

## Bachelor of Science in Marketing

Marketing is one of the most important functions in business that connects companies with their customers. It is a dynamic and exciting field that combines art with science. Developing a successful marketing strategy encompasses many tasks, including marketing research, product or service design, branding, effective communication & promotional programs, pricing, and distributing products to customers. The primary goal of this program is to prepare students to be strong contributors to the marketing function of their organizations in rapidly changing business, social, and political environments.

### Rowan Core: 9 s.h.

All first-time Freshmen must complete the Rowan University Core Literacies. There are six literacies:

- Communicative Literacy (COML) - 9 s.h. Satisfied by taking the following three courses:
  - COMP 01111 College Composition I
  - COMP 01112 College Composition II
  - CMS 04205 Public Speaking or CMS 04206 Digital Presentations
- Artistic Literacy (ARTL)
- Global Literacy (GLBL)
- Humanistic Literacy (HUML)
- Quantitative Literacy (QNTL)
- Scientific Literacy (SCIL)

Majors may suggest courses to fulfill the above literacies, which will be applied elsewhere.

A complete listing of courses that fulfill the above literacies can be found here [Undergraduate Program Requirements](#).

### Rowan Experience

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

The attributes are as follows:

- Broad-Based Literature Attribute (LIT)
- Writing Intensive Attribute (WI)
- Rowan Seminar Attribute\* (RS)

Departments may recommend courses to fulfill these attributes. A complete listing of courses that satisfy these attributes can be found at [Undergraduate Program Requirements](#).

\*The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

### Non-Program Courses: 17-18 s.h.

Courses in this section cannot be in the major department.

| Course Name                                                                                                              | Credits:   | Term Taken | Grade | Gen Ed |
|--------------------------------------------------------------------------------------------------------------------------|------------|------------|-------|--------|
| ECON 04101 - An Introduction to Economics-A Macroeconomic Perspective (Satisfies Humanistic Literacy (HUML) requirement) | Credits: 3 |            |       |        |
| ECON 04102 - An Introduction to Economics-A Microeconomic Perspective (Satisfies Humanistic Literacy (HUML) requirement) | Credits: 3 |            |       |        |
| MATH 03125 - Calculus: Techniques and Applications (Satisfies Quantitative Literacy (QNTL) requirement)                  | Credits: 3 |            |       |        |
| MATH 01130 - Calculus I (Satisfies Quantitative Literacy (QNTL) requirement)                                             | Credits: 4 |            |       |        |
| STAT 02260 - Statistics I (Satisfies Quantitative Literacy (QNTL) requirement)                                           | Credits: 3 |            |       |        |
| BUS 01488 - Business Career Planning and Development                                                                     | Credits: 2 |            |       |        |
| BUS 01142 - Business Technology Foundations                                                                              | Credits: 3 |            |       |        |

### Required Courses: 42 s.h.

| Course Name                                | Credits:   | Term Taken | Grade | Gen Ed |
|--------------------------------------------|------------|------------|-------|--------|
| MKT 09200 - Principles of Marketing        | Credits: 3 |            |       |        |
| ACC 03210 - Principles of Accounting I     | Credits: 3 |            |       |        |
| ACC 03211 - Principles of Accounting II    | Credits: 3 |            |       |        |
| MIS 02234 - Management Information Systems | Credits: 3 |            |       |        |
| MGT 98242 - Legal Environment of Business  | Credits: 3 |            |       |        |

|                                                                                    |            |  |  |  |
|------------------------------------------------------------------------------------|------------|--|--|--|
| MGT 06300 - Organizational Behavior                                                | Credits: 3 |  |  |  |
| FIN 04300 - Principles of Finance                                                  | Credits: 3 |  |  |  |
| MGT 06305 - Operations Management                                                  | Credits: 3 |  |  |  |
| MGT 06402 - Business Policy                                                        | Credits: 3 |  |  |  |
| MKT 09376 - Consumer Behavior                                                      | Credits: 3 |  |  |  |
| MKT 09379 - International Marketing (Satisfies Global Literacy (GLBL) Requirement) | Credits: 3 |  |  |  |
| MKT 09384 - Research Methods in Marketing-WI                                       | Credits: 3 |  |  |  |
| MKT 09388 - Advanced Marketing Research Methods                                    | Credits: 3 |  |  |  |
| MKT 09403 - Strategic Marketing Management                                         | Credits: 3 |  |  |  |

### Marketing Electives: 15 s.h.

Electives courses are generally offered only once an academic year. Select 15 s.h. from the following list of any 300- or 400-level MKT course:

| Course Name                                         | Credits:   | Term Taken | Grade | Gen Ed |
|-----------------------------------------------------|------------|------------|-------|--------|
| MKT 09305 - Digital Marketing                       | Credits: 3 |            |       |        |
| MKT 09315 - Personal Selling                        | Credits: 3 |            |       |        |
| MKT 09330 - Marketing Channels                      | Credits: 3 |            |       |        |
| MKT 09350 - Management of Advertising and Promotion | Credits: 3 |            |       |        |
| MKT 09360 - Services Marketing                      | Credits: 3 |            |       |        |
| MKT 09372 - Retailing                               | Credits: 3 |            |       |        |
| MKT 09378 - Product, Price, New Venture Management  | Credits: 3 |            |       |        |
| SCL 01375 - Business Logistics                      | Credits: 3 |            |       |        |
| MKT 09382 - Sales Force Management                  | Credits: 3 |            |       |        |
| MKT 09386 - The Marketing Plan                      | Credits: 3 |            |       |        |
| MKT 09390 - Selected Topics in Marketing            | Credits: 3 |            |       |        |
| MKT 09391 - Business to Business Marketing          | Credits: 3 |            |       |        |
| MKT 09402 - Marketing Consultancy                   | Credits: 3 |            |       |        |
| MKT 09411 - Supervised Internship in Marketing      | Credits: 3 |            |       |        |

### Marketing or Business Elective: 3 s.h.

The Business elective can be any course (3 s.h.) from the following list:

- Any non-required 300 or 400-level course offered by the Marketing Department
- Any non-required 300 or 400-level College of Business course except the Supervised Internships offered by the Management, Entrepreneurship or Accounting & Finance Departments
- MKT 09101 Marketing and the Business Environment - RS (Rowan Seminar for incoming freshmen)\*

\*(Note) Students who did not complete Marketing and the Business Environment can complete any non-required 300 or 400-level Rohrer College of Business course except the Supervised Internships offered by the Management and Entrepreneurship or Accounting and Finance Departments

### Free Electives: 33-34 s.h.

### Total Required Credits for the Program: 120 s.h.

Notes: