

B.S. in Marketing

Academic Program Guide for students entering the major Fall 2024 and after Department of Marketing and Business Information Systems

Students who entered the major prior to Fall 2022 should follow the guide for their program and start year in consultation with their advisor.

Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of "D-" or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
 - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
 - Rowan Core and Rowan Experience designations are listed in course details in Section Tally (www.rowan.edu/registrar) and may also be searched on that site under "Attributes." A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

Program-Specific Graduation Requirements for this Major / Degree

- Students must have an overall GPA of 2.5 or better in all courses that satisfy major requirements.

Rowan Core Requirements¹

*Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy.
With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.*

- ☐ (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
☐ COMP 01111 College Composition I (3 sh) ☐ COMP 01112 College Composition II (3 sh) ☐ CMS 04205 Public Speaking **OR**
CMS 04206 Digital Presentations (3 sh)
- ☐ (ARTL) Artistic Literacy *Recommendation from major:* (3 sh counted under free elective)
- ☐ (GLBL) Global Literacy *Recommendation from major:* MKT 09379 (3 sh counted under major)
- ☐ (HURL) Humanistic Literacy *Recommendation from major:* ECON 04101 or ECON 04102 (3 sh counted under non-program)
- ☐ (QNTL) Quantitative Literacy *Recommendation from major:* STAT 02260, MATH 03125 or MATH 01130 (3 sh counted under non-program)
- ☐ (SCIL) Scientific Literacy *Recommendation from major:* (3-4 sh counted under free elective)

Subtotal of credits counted in this section: 9 sh

Rowan Experience Requirements

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

- ☐ (LIT) Broad-Based Literature Attribute *Recommendation from major:* (3 sh counted under free elective)
- ☐ (WI) Writing Intensive Attribute *Recommendation from major:* MKT 09384 (3 sh counted under major)
- ☐ (RS) Rowan Seminar Attribute² *Recommendation from major:* BUS 01100 (2 sh counted under free elective)

Non-Program Courses (minimum 18 sh)

Courses in this section must be either: Rowan Core (or former gen. ed.) courses; Rowan Experience courses; or required pre-requisites (not included in the major).

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
CS XX.XXX		General Education Computer Science course			3
ECON 04101	Introduction to Economics - Macroeconomics	Satisfies Humanistic Literacy			3
ECON 04102	Introduction to Economics - Microeconomics	Satisfies Humanistic Literacy			3
MATH 03125 or MATH 01130	Calculus Techniques and Applications or Calculus I	Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses			3 or 4
STAT 02260	Statistics I	Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses			3
BUS 01.488	Career Planning and Development				2
					0-1

¹ The Rowan Core requirements are waived for students with an earned A.A. or A.S. degree from a NJ community/county college.

² The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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Subtotal: 18 sh

Major Requirements (60 sh)

SUMMARY OF MAJOR REQUIREMENTS

- 27 sh of Business Foundational Courses
 - 15 sh of Marketing Required Courses
 - 15 sh of Marketing Electives
 - 3 sh of Marketing or Business Elective
 - MKTBIS Engagement and Career Exploration Requirements (0 sh)
-
- 60 sh total

BUSINESS FOUNDATIONAL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MKT 09200	Principles of Marketing	Minimum grade of C- required to satisfy prerequisites of upper level courses			3
ACC 03210	Principles of Accounting I				3
ACC 03211	Principles of Accounting II				3
MIS 02234	Management Information Systems				3
MGT 98242	Legal Environment of Business				3
MGT 06300	Organizational Behavior				3
FIN 04300	Principles of Finance				3
MGT 06305	Operations Management				3
MGT 06402	Business Policy				3
Subtotal: 27 sh					

MARKETING REQUIRED COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MKT 09376	Consumer Behavior				3
MKT 09379	International Marketing	Satisfies Global Literacy			3
MKT 09384	Marketing Research Methods- WI	Satisfies WI requirement			3
MKT 09388	Advanced Marketing Research Methods				3
MKT 09403	Strategic Marketing Management				3
Subtotal: 15 sh					

MARKETING ELECTIVES

Choose five courses from the approved list of upper-level Marketing Electives.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
☐	MKT 09305	Digital Marketing				3
☐	MKT 09315	Personal Selling				3
☐	MKT 09330	Marketing Channels				3
☐	MKT 09350	Management of Advertising and Promotion				3
☐	MKT 09360	Services Marketing				3
☐	MKT 09372	Retailing				3
☐	MKT 09378	Product, Price & New Venture				3
☐	MKT 09375	Business Logistics				3
☐	MKT 09387	Supply Chain Management and Logistics				3
☐	MKT 09382	Sales Force Management				3
☐	MKT 09386	The Marketing Plan				3
☐	MKT 09390	Selected Topics in Marketing				3
☐	MKT 09391	Business to Business Marketing				3
☐	MKT 09402	Marketing Consultancy				3
☐	MKT 09411	Supervised Internship in Marketing				3
☐	MKT 09307	Brand Management				3
Subtotal: 15 sh						

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MARKETING OR BUSINESS ELECTIVE

Choose one upper-division course offered in the RCOB.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
☐ MKT 09101	Marketing & the Business Environment ³				3
					Subtotal: 3 sh

Free Electives for this Major/Degree (33 sh)

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
		Artistic Literacy (ARTL) course			
		Scientific Literacy (SCIL) course			
		Broad-Based Literature (LIT) course			
		Rowan Seminar (if applicable)			
					Subtotal: 33 sh

Total Program Credits Required for this Major / Degree: 120 SH

³ 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
Updated 07/15/2022