### BACHELOR OF SCIENCE IN MARKETING CURRICULUM WORKSHEET 120-123 semester hours

**Name**

**Rowan ID**

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### ROWAN EXPERIENCE and GENERAL EDUCATION REQUIREMENTS (60-63 SH)

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<tr>
<td></td>
<td></td>
<td><strong>Communications (6-7 SH)</strong></td>
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<td></td>
<td></td>
<td>College Composition I</td>
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<td>College Composition II (College Comp I)</td>
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<td></td>
<td></td>
<td><strong>Math &amp; Science (13 SH)</strong></td>
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<td></td>
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<td>Calculus: Techniques &amp; Applications (Equivalent of College Algebra) or Calculus I</td>
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<td>Statistics I (Equivalent of College Algebra)</td>
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<td>Approved General Education computing course</td>
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<td>(LAB) Lab Science</td>
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<td><strong>Social &amp; Behavioral Science (9 SH)</strong></td>
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<td></td>
<td></td>
<td>Introduction to Economics: Macroeconomic Perspective</td>
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<td>Introduction to Economics: Microeconomic Perspective</td>
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<td><strong>History/Humanities/Language (6 SH)</strong></td>
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<td>(LIT Required)</td>
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<td><strong>Non-program courses (18-19 SH)</strong></td>
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<td>(PS) Public Speaking (College Composition II)</td>
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<td>(ACE Required)</td>
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<td><strong>FREE ELECTIVES (8-9 SH)</strong></td>
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### PROGRAM REQUIREMENTS (60 SH)

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<tr>
<td></td>
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<td><strong>Business Core (27 SH)</strong></td>
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<td>Principles of Marketing (College Composition; 12 SH completed)</td>
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<td>Management Information Systems (College Algebra or Calc T&amp;A or Stat 1 or Calc I and 15 credit)</td>
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<td>Principles of Accounting I (30 SH completed)</td>
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<td>Principles of Accounting II (Principles of Accounting I)</td>
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<td>Legal Environment of Business (30 SH completed)</td>
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<td>Organizational Behavior (60 SH completed)</td>
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<td>Principles of Finance (An Introduction to Economics-Macroe; An Introduction to Economics- Microeconomic)</td>
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<td>Principles of Accounting II; Calculus; T&amp;A or Calculus I; Statistics I; 60 SH completed)</td>
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<td>Operations Management (Calculus; Techniques &amp; Applications or Calculus I; Statistics I; 60 SH completed)</td>
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<td>Business Policy (Legal Environment of Business; Principles of Marketing; Acc I &amp; II; Organizational Behavior; Principles of Finance; Management Information Systems; Operations Management; 90 SH completed)</td>
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### Marketing Required (15 SH)

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<tr>
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<td>Consumer Behavior (Principles of Marketing; 57 SH completed)</td>
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<td>(MG) International Marketing (Principles of Marketing; 57 SH completed)</td>
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<td>(WI) Research Methods in Marketing (Prim of Marketing; Statistics I)</td>
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<td>College Composition II (57 SH completed)</td>
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<td>Advanced Research Methods (Research Methods in Marketing; Mgt Info Sys; 75 SH completed)</td>
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<td>Strategic Marketing Management (9 SH completed in upper-division MKT courses and 87 SH completed)</td>
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<td>MKBIS Engagement/Career Exploration (once for every 15 sh of credit to maximum of eight; freshmen starting 9/2016 and Transfer Students starting 9/2018)</td>
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### Marketing Electives (15 SH)

- Business Logistics
- Business to Business Marketing
- Internet Marketing
- Mgmt of Advertising & Promotion
- Marketing Channels
- Personal Selling
- Services Marketing
- Product/Price/New Venture
- Retailing
- Salesforce Management
- The Marketing Plan
- Supply Chain Management
- Logistics
- Selected Topics in Marketing
- Marketing Consultancy
- Supervised Internship in Marketing
- Any approved upper division Marketing (MKT) course not required for the major

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### FREE ELECTIVES (8-9 SH)

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### MKBI ENGAGEMENT/CAREER EXPLORATION

**Pass/Fail/Waive**

(Freshmen starting 9/2016; transfer students starting 9/2018)

| MKT 09.112 |
| MKT 09.113 |
| MKT 09.212 |
| MKT 09.213 |
| MKT 09.312 |
| MKT 09.313 |
| MKT 09.412 |
| MKT 09.413 |

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### Non-program courses (18-19 SH)

- (PS) Public Speaking (College Composition II)
- (ACE Required)