

# B.S. in Marketing

## Academic Program Guide for **New First-Year Students** (Effective Fall 2020) Department of Marketing and Business Information Systems

*Students who entered Rowan University prior to Fall 2020 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](http://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 Requirements<sup>1</sup>

*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 (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)
- (HUML) 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 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 Attribute<sup>2</sup>      *Recommendation from major:* BUS 01100 (1 sh counted under free elective)

### Non-Program Courses (17-18 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
INTR 01.488	Career Planning and Development				2

Subtotal: 17-18 sh

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

<sup>2</sup> 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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## 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
<input type="radio"/>	MKT 09305	Digital Marketing				3
<input type="radio"/>	MKT 09315	Personal Selling				3
<input type="radio"/>	MKT 09330	Marketing Channels				3
<input type="radio"/>	MKT 09350	Management of Advertising and Promotion				3
<input type="radio"/>	MKT 09360	Services Marketing				3
<input type="radio"/>	MKT 09372	Retailing				3
<input type="radio"/>	MKT 09378	Product, Price & New Venture				3
<input type="radio"/>	MKT 09375	Business Logistics				3
<input type="radio"/>	MKT 09387	Supply Chain Management and Logistics				3
<input type="radio"/>	MKT 09382	Sales Force Management				3
<input type="radio"/>	MKT 09386	The Marketing Plan				3
<input type="radio"/>	MKT 09390	Selected Topics in Marketing				3
<input type="radio"/>	MKT 09391	Business to Business Marketing				3
<input type="radio"/>	MKT 09402	Marketing Consultancy				3
<input type="radio"/>	MKT 09411	Supervised Internship in Marketing				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
<input type="radio"/> MKT 09101	Marketing & the Business Environment <sup>3</sup>				3
<b>Subtotal: 3 sh</b>					

## MKT BIS ENGAGEMENT AND CAREER EXPLORATION REQUIREMENTS

Course #	Course Name	Credits	Course #	Course Name	Credits
<input type="radio"/> MKT 09112	MKT BIS Eng/Car Explore (0-15 sh)	0	<input type="radio"/> MKT 09312	MKT BIS Eng/Car Explore (61-75 sh)	0
<input type="radio"/> MKT 09113	MKT BIS Eng/Car Explore (16-30 sh)	0	<input type="radio"/> MKT 09313	MKT BIS Eng/Car Explore (76-90 sh)	0
<input type="radio"/> MKT 09212	MKT BIS Eng/Car Explore (31-45 sh)	0	<input type="radio"/> MKT 09412	MKT BIS Eng/Car Explore (91-105 sh)	0
<input type="radio"/> MKT 09213	MKT BIS Eng/Car Explore (46-60 sh)	0	<input type="radio"/> MKT 09413	MKT BIS Eng/Car Explore (106-120 sh)	0

## Free Electives for this Major/Degree (33-34 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)			
<b>Subtotal: 33-34 sh</b>					

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

<sup>3</sup> 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 05/01/2020