BACHELOR OF SCIENCE IN MARKETING CURRICULUM WORKSHEET
(Requirements for General Education Program students entering the major Fall 2020 and after)

Name **Rowan ID**

			ROWAN EXPERIENCE and GENERAL EDUCATION REQUIREMENTS (51-53 SH)
TR	Rowan	Plan	**Communications (6-7 SH)**
			College Composition I or Int College Composition I
			College Composition II
TR	Rowan	Plan	**Math & Science (13 SH)**
			Calculus: Techniques & Applications or Calculus I *(Minimum grade of C- required to satisfy prerequisites of upper level courses)*
			Statistics I *(Minimum grade of C- required to satisfy prerequisites of upper level courses)*
			Approved **General Education computing course**
			(LAB) **Lab Science**
TR	Rowan	Plan	**Social & Behavioral Science (9 SH)**
			Intro to Economics: Macroeconomic Perspective
			Intro to Economics: Microeconomic Perspective
TR	Rowan	Plan	**History/Humanities/Language (6 SH)**
			(LIT Required)
TR	Rowan	Plan	**Non-program courses (17-18 SH)**
			(PS) Public Speaking
			(ACE Required)
			INTR 01.488 - Career Planning and Development
TR	Rowan	Plan	**FREE ELECTIVES (7-9 SH)**

NOTE: All General Education and Rowan Experience Courses must be selected from the Appropriate Guide

Rowan Experience Checklist

_____ Rowan Seminar (RS)
_____ Literature (LIT)
_____ Writing Intensive (WI)
_____ Laboratory Science (LAB)
_____ Multicultural or Global (M/G)
_____ Aritistic & Creative Experience (ACE)
_____ Public Speaking (PS)

MKBI ENGAGEMENT EXPERIENCES
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 _____

			PROGRAM REQUIREMENTS (60 SH)	
TR	Rowan	Plan	**Business Core (27 SH)**	
			MKT 09.200 -Principles of Marketing *(Minimum grade of C- required to satisfy prerequisites of upper level courses)*	
			MIS 02.234 - Mgmt Information Systems	
			ACC 03.210 - Principles of Accounting I	
			ACC 03.211 - Principles of Accounting II	
			MGT 98.242 - Legal Environment	
			MGT 06.300 - Organizational Behavior	
			FIN 04.300 - Principles of Finance	
			MGT 06.305 - Operations Management	
			MGT 06.402 - Business Policy	
TR	Rowan	Plan	**Marketing Required Courses (15 SH)**	**Marketing Electives**
			MKT 09.376 - Consumer Behavior	*Business Logistics*
			MKT 09.384 - (WI) **Research Methods**	*Business to Business Marketing*
			MKT 09.388 - Advanced Research Methods	*Digital Marketing*
			MKT 09.379 - (MG) **International Marketing**	*Mgmt of Advertising & Promotion*
			MKT 09.403 - Strategic Marketing Management	*Marketing Channels*
				Marketing Plan
TR	Rowan	Plan	**Marketing Electives (15 SH)**	*Personal Selling*
				Product/Price/New Venture Mgmt
				Retailing
				Salesforce Management
				Services Marketing
				Selected Topics in Marketing
TR	Rowan	Plan	******Marketing or Business Electives (3 SH)**	*Supervised Internship in Marketing*
				Or, any other 300- or 400-level non-required MKT course

**Any 300 or 400 level non-required course in Marketing or Business may be taken, or, MKT 09.101 (Marketing & the Business Environment) Internships other than the Supervised Internship in Marketing do not satisfy this requirement.

NOTE: Students must meet all prerequisites for courses. Please refer to Banner for course prerequisites and ensure courses are taken in the appropriate sequence.