

College: Rohrer College of Business  
 Department: Marketing and Business Information Systems  
 Degree: Bachelor of Science in Marketing  
 Date: 3/3/2021  
 Unofficial Program Guide

Fall 1 = 18 credits	Spring 1 = 18 credits	Summer 1 = 6 credits
Course 1: COMP 01111: College Comp I (COML; 3)	Course 1: COMP 01112: College Comp II (COML; 3)	Course 1: Free Elective 3 of 8 (3)
Course 2: MATH 03125: Calc Techniques & Applications (QNTL; 3)	Course 2: STAT 02260: Statistics I (3)	Course 2: Free Elective 4 of 8 (3)
Course 3: ECON 04101: Macroeconomics (HUML; 3)	Course 3: ECON 04102: Microeconomics (HUML; 3)	
Course 4: MKT 09101: Marketing & Business Environment (RS; 3)	Course 4: MKT 09200: Principles of Marketing (3)	
Course 5: Artistic Literacy course (ARTL; 3)	Course 5: Free Elective 2 of 8 (3)	
Course 6: BUS 01100: How to Succeed in Business School (RS; 1)	Course 6: GE Computer Science course (3)	
Course 7: Free elective 1 of 8 (2) – recommended course INTR 01108: Financial Wellness		

**Benchmarks:**

At the end of Year 1, 40 semester hours are completed. Successful completion of College Comp I and II. 2.75 GPA.

Fall 2 = 18 credits	Spring 2 = 18 credits	Summer 2 = 6 credits
Course 1: ACC 03210: Principles of Accounting I (3)	Course 1: ACC 03211: Principles of Accounting II (3)	Course 1: Marketing Elective 2 of 5 (3) – MKT 09411: Supervised Internship in Marketing (150-200 hours)
Course 2: MIS 02234: Management Information Systems (3)	Course 2: MGT 98242: Legal Environment (3)	Course 2: Free Elective 5 of 8 (3)
Course 3: Broad-based Literature (LIT; 3)	Course 3: MGT 06300: Organizational Behavior (3)	
Course 4: CMS 04205: Public Speaking <b>OR</b> CMS 04206: Digital Presentations (COML; 3)	Course 4: MKT 09376: Consumer Behavior (3)	
Course 5: Scientific Literacy (SCIL; 4)	Course 5: MKT 09379: International Marketing (GLBL; 3)	
Course 6: Career Planning & Development (BUS 01488; 2)	Course 6: Marketing Elective 1 of 5 (3)	

**Benchmarks:**

At the end of Year 2, 84 semester hours are completed. Accounting I and II are completed. 2.75 GPA.

Fall 3 = 18 credits	Spring 3 = 18 credits
Course 1: FIN 04300: Principles of Finance (3)	Course 1: MGT 06402: Business Policy (3)
Course 2: MKT 09384: Marketing Research Methods (WI; 3)	Course 2: MKT 09388: Advanced Marketing Research Methods (3)
Course 3: MGT 06305: Operations Management (3)	Course 3: MKT 09403: Strategic Marketing Management (3)
Course 4: Marketing Elective 3 of 5 (3)	Course 4: Marketing Elective 4 of 5 (3)
Course 5: Free Elective 6 of 8 (3)	Course 5: Marketing Elective 5 of 5 (3)
Course 6: Free Elective 7 of 8 (3)	Course 6: Free Elective 8 of 8 (3)

**Benchmarks:**

At the end of Year 3, 120 semester hours are completed. 2.5 Business GPA. 2.0 overall GPA.

**Rowan CORE Checklist:**

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|---|---|
| <input type="checkbox"/> Rowan Seminar (RS) – freshman      | <input type="checkbox"/> Global Literacy (GLBL)       |
| <input type="checkbox"/> Literature Requirement (LIT)       | <input type="checkbox"/> Artistic Literacy (ARTL)     |
| <input type="checkbox"/> Writing Intensive Requirement (WI) | <input type="checkbox"/> Humanistic Literacy (HUML)   |
| <input type="checkbox"/> Communicative Literacy (COML)      | <input type="checkbox"/> Scientific Literacy (SCIL)   |
| College Composition I                                       | <input type="checkbox"/> Quantitative Literacy (QNTL) |
| College Composition II                                      |   |
| Public Speaking <b>OR</b> Digital Presentations             |   |