

CURRICULUM WORKSHEET, 2001-2003

MARKETING MAJOR
Emarketing Specialization

Student Name _____

Student Number _____

Prebusiness Requirements

The first eleven courses listed below must be completed with at least a grade of “C” and a cumulative grade point average of **3.0 before admission** into a School of Business-Camden **major**.

Course	Number	Grade	Comments
Microeconomic Principles	50:220:105	3 credits	_____
Macroeconomic Principles	50:220:106	3 credits	_____
English Composition I	50:350:101	3 credits	_____
English Composition II	50:350:102	3 credits	_____
Calculus for Business	50:640:130	3 credits	_____
Introduction to Statistics I	50:960:283	3 credits	_____
Introduction to Statistics II	50:960:284	3 credits	_____
Introduction to Financial Accounting	52:010:101	3 credits	_____
Management Accounting	52:010:202	3 credits	_____
Introduction to Business Computing	52:135:201	3 credits	_____
Business Law I: Legal Environment	52:140:101	3 credits	_____
33 credits			

General Education Requirements

These courses are required for major programs and are normally completed during the student’s first two years of their academic career. **Some of these courses may be specific prerequisite for 300 or higher level business courses.**

Arts & Science Elective		3 credits	_____
Arts & Science Elective		3 credits	_____
Arts & Science Elective		3 credits	_____
Arts & Science Elective		3 credits	_____
World Masterpieces	50:090:238	3 credits	_____
Foreign Language Requirement		3 credits	_____
Writing Course Requirement		3 credits	_____
Theater, Music, or Art Requirement		3 credits	_____
History, Philosophy, or Religion Requirement		3 credits	_____
Philosophy Elective		3 credits	_____
Introduction to Social Psychology	50:830:235	3 credits	_____
OR Social Psychology	50:830:335		
Social Science Requirement		3 credits	_____
Natural Science Requirement		3 credits	_____
Free Elective		3 credits	_____
Free Elective		3 credits	_____
45 credits			

Business Core Requirements

These courses are completed **after admission** into a School of Business-Camden **major**.

Principles of Finance	52:390:301	3 credits	_____
Organizational Behavior	52:620:303	3 credits	_____
Operations Management	52:620:312	3 credits	_____
Management Science	52:620:321	3 credits	_____
Business Policy	52:620:450	3 credits	_____
Management Information Systems	52:623:334	3 credits	_____
Principles of Marketing	52:630:201	3 credits	_____
21 credits			

Marketing Major Requirements

International Marketing	52:630:371	3 credits	_____
Consumer Analysis	52:630:374	3 credits	_____
Marketing Research	52:630:385	3 credits	_____
Strategic Marketing Planning	52:630:403	3 credits	_____
Marketing Elective	52:630:xxx	3 credits	_____
Approved Elective		3 credits	_____
Approved Elective		3 credits	_____
21 credits			

General Education Requirements

Students are required to complete twelve credits in “Arts & Science” electives. Six of these twelve credits must be beyond the introductory level chosen from an approved single arts and science major.

Foreign Language Requirement: Students are required to complete three credits from the offerings of the foreign language department, **not necessarily** a course that **requires the speaking** of a foreign language.

Writing Course Requirement. Students are required to complete **one** of the following courses offered by the English Department (989:300, 301, 302, 303) or a Writing Intensive (W) course offered by another department.

Theater, Music or Art Requirement: Students are required to complete three credits from the offerings of the art, music, or theater arts departments. (Courses in speech do not fulfill this requirement.)

Marketing Major Requirements

Approved Elective: Students are required to complete nine credits from the following list:

52:620:488	Strategic Management of Technology and Ecommerce
52:623:343	Managing Emerging Ecommerce Projects
52:623:445	Global Issues in Ecommerce Technologies
52:623:448	Fundamentals of Telecommunication and Internet Technologies
52:630:353	Integrated Marketing Communications
52:630:368	Retailing and Electronic Commerce
52:630:487	Independent Study in Marketing
52:630:491	Special Topics in Marketing – Internet Marketing
52:630:491	Special Topics in Marketing – Database Marketing
52:630:495	Honors Thesis in Marketing
52:630:497	Marketing Internship