

Student Name: _____

RUID: _____

Marketing (General) Major CURRICULUM WORKSHEET, 2006-2008

GENERAL EDUCATION REQUIREMENTS

Arts & Sciences Elective: Students are required to complete twelve (12) credits in "Arts & Science" (any school 50 courses) electives.

Foreign Language Requirement: Students are required to complete three (3) credits in a foreign language department course, **not necessarily** in language acquisition.

Social Psychology Requirement: can be satisfied with Intro to Soc Psychology (50830135), or Social Psych (50830335) or with the combination of Intro to Sociology (50920207) and Intro to Psychology (50830101).

Writing Course Requirement: Students are required to complete three (3) credits in a writing intensive course, Business Communications (52:135:250) is preferred. These courses are designated (W), as writing intensive, in the Catalog and/or the Class Hour Schedule.

Theater, Music or Art Requirement: Students are required to complete three (3) credits from the offerings of the art (080), art history (082), dance (203), music (700 or 701) or theatre arts (965) departments. (Courses in speech do not fulfill this requirement.)

MARKETING MAJOR REQUIREMENTS

Required Courses: Students must complete the four required marketing courses listed on the reverse side (**twelve [12] credits**).

Marketing Electives: Students are required to complete **three (3) additional credits** from the offerings of the marketing faculty (courses with a 52:630 designation). Please note that the following "permission only" courses are *also* considered marketing electives:

52:630:420	International Study Marketing – South Africa
52:630:421	International Study Marketing – France
52:630:487	Independent Study in Marketing
52:630:495	Honors Thesis in Marketing
52:630:497	Marketing Internship

Approved Elective: Students are required to complete **six (6) credits** from the following approved elective options:

52:630:_____	Any marketing elective not otherwise used to fulfill a requirement
50:220:322	Econometrics
50:830:350	Psychological Tests and Measurements
50:830:362	Cognitive Processes
50:920:301	Methods and Techniques of Social Research
50:960:476	Introduction to Sampling
50:960:490	Experimental Design and Analysis

See Reverse Side

MARKETING MAJOR

2006-2008

CURRICULUM WORKSHEET**PRE-BUSINESS 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. (33 credits)

<u>Course Name</u>	<u>Number</u>	<u>Grade/SemYr</u>	<u>Comments</u>
Microeconomic Principles	50:220:102	/	
Macroeconomic Principles	50:220:103	/	
English Composition I	50:350:101	/	
English Composition II	50:350:102	/	
Calculus for Business	50:640:130	/	
Introduction to Statistics I	50:960:283	/	
Introduction to Statistics II	50:960:284	/	
Introduction to Financial Accounting	52:010:101	/	
Management Accounting	52:010:202	/	
Introduction to Business Computing	52:135:201	/	
Business Law I: Legal Environment	52:140:101	/	

GENERAL EDUCATION REQUIREMENTS

Any Arts & Sciences course (school code 50) may be used to satisfy these requirements. (45 credits)

Arts & Science Elective		/	
Arts & Science Elective		/	
Arts & Science Elective		/	
Arts & Science Elective		/	
World Masterpieces	50:090:238	/	
Foreign Language Requirement		/	
Writing Course Requirement		/	
Theater, Music, or Art Requirement		/	
History, Philosophy, or Religion Requirement		/	
Philosophy Elective		/	
Social Psychology (See Reverse)		/	
Social Science Requirement		/	
Natural Science Requirement		/	
Free Elective		/	
Free Elective		/	

BUSINESS CORE REQUIREMENTS

These courses are completed after admission into a School of Business-Camden major. (18 credits)

Principles of Finance	52:390:301	/	
Organizational Behavior	52:620:303	/	
Management Science	52:620:321	/	
Operations Management	52:620:325	/	
Management Information Systems	52:623:334	/	
Principles of Marketing	52:630:201	/	

MARKETING MAJOR REQUIREMENTS (21 credits)

International Marketing	52:630:371	/	
Consumer Analysis	52:630:374	/	
Marketing Research	52:630:385	/	
Strategic Marketing Planning	52:630:403	/	
Marketing Elective	52:630:_____	/	
Approved Elective		/	
Approved Elective		/	

Business Policy and Strategy should be taken in the Senior year after the completion of the Core. (3 credits)

Business Policy and Strategy	52:620:450	/	
------------------------------	------------	---	--