

Student Name: _____

RUID: _____

E-Marketing Specialization Major

CURRICULUM WORKSHEET, 2006-2008

GENERAL EDUCATION REQUIREMENTS

Students are required to complete twelve (12) credits in “Arts & Sciences” (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 Psych (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.

Fine Arts 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

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.

52:620:488	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	Advertising and Promotion Management
52:630:368	Retailing and E-Commerce
52:630:387	Database Marketing
52:630:487	Independent Study in Marketing
52:630:491	Special Topics in Marketing – Internet Marketing
52:630:495	Honors Thesis in Marketing
52:630:497	Marketing Internship

See Reverse Side

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	/	

E-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	/	
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