

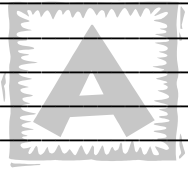
MARKETING RESEARCH SPECIALIZATION

Courses below are **NOT** listed in order of enrollment; Students must complete **ALL** necessary prerequisites for proper sequencing.

*** No one course may be applied to more than one graduation requirement. ***

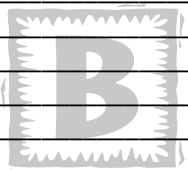
MAJOR PREREQUISITE REQUIREMENTS

(21 Credits; All grades "C" or better and a min. cumulative GPA of 3.0)

<u>Course</u>	<u>Course #</u>	<u>Grade</u>	<u>Sem/Year</u>	<u>Comments</u>
Microeconomic Principles	50:220:102	_____	_____	
Macroeconomic Principles	50:220:103	_____	_____	
Calculus for Business/Economics	50:640:130	_____	_____	
Introduction to Statistics II	50:960:284	_____	_____	
Management Accounting	52:010:202	_____	_____	
Business Essentials (see reverse)	52:135:101	_____	_____	
Business Law I: Legal Environment	52:140:101	_____	_____	

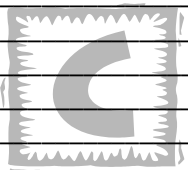
GENERAL EDUCATION REQUIREMENTS

(57 Credits; No more than two grades of "D". Read Reverse Side.)

<u>Course</u>	<u>Course #</u>	<u>Grade</u>	<u>Sem/Year</u>	<u>Comments</u>
English Composition I	50:350:101	_____	_____	
English Composition II	50:350:102	_____	_____	
Introduction to Statistics I	50:960:283	_____	_____	
Introduction to Financial Accounting	52:010:101	_____	_____	
Introduction to Business Computing	52:135:201	_____	_____	
Writing Intensive Course Requirement	: : _____	_____	_____	
Ethics Requirement	: : _____	_____	_____	
Social Psychology Requirement	50: : _____	_____	_____	
Social Science Requirement	50: : _____	_____	_____	
World Masterpieces	50:090:238	_____	_____	
Foreign Language Requirement	50: : _____	_____	_____	
Fine Arts Requirement	50: : _____	_____	_____	
History, Religion, or Philosophy Requirement	50: : _____	_____	_____	
Natural Science Requirement	50: : _____	_____	_____	
Arts & Science Elective (Any school 50 Course)	50: : _____	_____	_____	
Arts & Science Elective (Any school 50 Course)	50: : _____	_____	_____	
Arts & Science Elective (Any school 50 Course)	50: : _____	_____	_____	
Free Elective (Any school 52 or 50 Course)	: : _____	_____	_____	
Free Elective (Any school 52 or 50 Course)	: : _____	_____	_____	

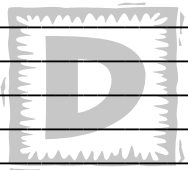
BUSINESS CORE REQUIREMENTS

(18 Credits; No more than one grade of "D")

<u>Course</u>	<u>Course #</u>	<u>Grade</u>	<u>Sem/Year</u>	<u>Comments</u>
Principles of Finance	52:390:301	_____	_____	
Organizational Behavior	52:620:303	_____	_____	
Management Science I	52:620:321	_____	_____	
Operations Management	52:620:325	_____	_____	
Management Information Systems	52:623:334	_____	_____	
Principles of Marketing	52:630:201	_____	_____	

MARKETING RESEARCH MAJOR REQUIREMENTS

(21 Credits; No more than one grade of "D". Read Reverse Side.)

<u>Course</u>	<u>Course #</u>	<u>Grade</u>	<u>Sem/Year</u>	<u>Comments</u>
International Marketing	52:630:371	_____	_____	
Consumer Analysis	52:630:374	_____	_____	
Marketing Research	52:630:385	_____	_____	
Strategic Market Planning	52:630:403	_____	_____	
Marketing Elective	52:630:_____	_____	_____	
Approved Elective	52: : _____	_____	_____	
Approved Elective	: : _____	_____	_____	

CAPSTONE COURSE REQUIREMENT

(3 Credits)

<u>Course</u>	<u>Course #</u>	<u>Grade</u>	<u>Sem/Year</u>	<u>Comments</u>
Business Policy & Business Strategy	52:620:450	_____	_____	_____

STUDENT NAME: _____

RUID: _____

**MARKETING RESEARCH MAJOR
CURRICULUM WORKSHEET, 2008-2010**

BUSINESS ESSENTIALS REQUIREMENT

Transfer students may satisfy this requirement with the combination of both *Introduction to Business & Introduction to Management* OR students may complete three (3) credits in a Business Elective—any School of Business-Camden (52) course at or above the 300 level.

GENERAL EDUCATION REQUIREMENTS

Social Psychology Requirement can be satisfied with Intro to Social Psychology (50:830:135), or Social Psychology (50:830:335) or with the combination of Intro to Sociology (50:920:207) and Intro to Psychology (50:830:101).

Social Science Requirement: Students are required to complete three (3) credits from the offerings of anthropology (070), criminal justice (202), economics (220), political science (790), psychology (830), sociology (920), or urban studies (975) departments.

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

Ethics Requirement: Students are required to complete three (3) credits in an approved ethics course:

50:202:326	White Collar Crime
50:730:226	Ethics
50:730:260	Ethics & Business
50:730:315	Contemporary Moral Issues
52:620:301	Social Responsibility of Management

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

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 (950) do not fulfill this requirement.)

History, Religion, or Philosophy Requirement: Students are required to complete three (3) credits from the offerings of history (510, 512, or 516), religion (840), or philosophy (730) departments.

Natural Science Elective: Students are required to complete three (3) credits from the offerings of environmental science (50:090:206), astronomy (100), biology (120), botany (130), chemistry (160), geology (460), physics (750), physical science (890), or zoology (990) departments.

MARKETING RESEARCH MAJOR REQUIREMENTS

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

Marketing Electives: Students are required to complete three (3) marketing (630) elective credits.

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

52:630:_____ Any marketing course not otherwise used to fulfill a requirement

No more than three (3) credits from the following list of approved Arts & Science electives:

50:220:322	Econometrics
50:830:350	Psychological Tests and Measurements
50:920:301	Methods and Techniques of Social Research
50:960:476	Introduction to Sampling
50:960:484	Statistical Computing SAS
50:960:490	Experimental Design and Analysis