

[FOR MARKETING MAJORS (630) ENTERING BETWEEN FALL 2014 AND SPRING 2016]

GENERAL INFORMATION ABOUT THE CURRICULUM

- All business students (*and pre-business [006] students with 30 or more credits*) should regularly meet with an advisor in the RSBC **Academic Services Office** (2nd Floor BSB; acadvcs@camden.rutgers.edu; 856-225-6216).
- Students must complete ALL prerequisites for proper course sequencing. Courses on this worksheet are NOT listed in order of enrollment.
- No one (1) course may be applied to more than one graduation requirement.
- All students must earn a minimum of **120 degree credits** to be eligible for the RSBC Bachelor of Science degree.
- Double major: A double major consists of two majors within the same school or college; RSBC double majors must complete a minimum of **135 degree credits**.
- Dual major: A dual major consists of two majors from two different schools or colleges (i.e. a student that majors in Psychology and in Marketing). Dual majors must complete a minimum of **150 degree credits**, and degree requirements for both schools.
- Business Minor: RSBC students are eligible to complete a minor in a business area of study outside of their major; this requires completion of 3 courses—9 credits—in the secondary business area at or above the 300 level. These courses must be in addition to those applied toward other graduation requirements for a minimum of **129 degree credits**.

GENERAL EDUCATION

- ✓ Social Psychology Requirement: Students may satisfy this requirement with one of the following options:
Intro to Social Psychology (50:830:135) **OR**
Social Psychology (50:830:335) **OR**
Introduction to Sociology & Introduction to Psychology (50:920:207 & 50:830:101)
- ✓ Civilizations & Heritages (C) Requirement: Students are required to complete three (3) credits chosen from courses listed in the catalog with a (C) indicator meaning that the course meets the civilization & heritages requirement.
- ✓ Foreign Language Requirement: Students are required to complete three (3) credits in a foreign language dept. course.
- ✓ 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.
- ✓ 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.
- ✓ College of Arts & Sciences (CCAS) Elective: Students are required to complete nine (9) or more credits in non-business course options offered via CCAS (school 50).
- ✓ Free Electives: Students are required to complete nine (9) additional degree credits in any academic area(s).

BUSINESS CORE

Ethics Elective: Students are required to complete three (3) credits in an ethics option chosen from the list below:

| | | |
|---|------------|--------------------------------------|
| 52:620:301 Ethics & Social Responsibility of Business | 50:202:326 | White Collar Crime |
| 52:620:310 Ethics & Law in Business | 50:730:251 | Ethics & Business |
| 52:620:311 Civic Engagement | 50:730:226 | Ethics |
| | 50:730:105 | Intro to Current Moral & Social Iss. |

MAJOR

Marketing Elective: Students are required to complete three (3) credits in a marketing (630) course at or above the 300 level.

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

- Any school 52 (subject code 010, 135, 390, 533, 620, 623, or 630) course at or above the 300*
- Any statistics (50:960) course at the 300 level or above*
- Any psychology (50:830) course at the 300 level or above*
- 50:220:308 Introductory Managerial Economics
- 50:220:322 Econometrics
- 50:920:301 Methods and Techniques of Social Research

STUDENT NAME _____

RUID # _____

| REQUIREMENT | COURSE # | GRADE | TERM/YEAR | COMMENTS |
|---|-----------------|-------|-----------|---|
| MAJOR PREREQUISITES (27 CREDITS) ALL GRADES "C" OR BETTER | | | | |
| Microeconomic Principles | 50:220:102 | _____ | _____ | _____ |
| Macroeconomic Principles | 50:220:103 | _____ | _____ | _____ |
| Calculus for Business/Economics | 50:640:130/121 | _____ | _____ | _____ |
| Introduction to Statistics I | 50:960:283 | _____ | _____ |  |
| Introduction to Statistics II | 50:960:284 | _____ | _____ | |
| Intro to Financial Accounting | 52:010:101 | _____ | _____ | |
| Management Accounting | 52:010:202 | _____ | _____ | |
| Business Essentials | 52:135:101* | _____ | _____ | |
| Introduction to Business Computing | 52:135/623:201 | _____ | _____ | _____ |
| GENERAL EDUCATION (42 CREDITS) NO MORE THAN TWO "D" GRADES WAIVED FOR NJSTA COMPLIANT STUDENTS** | | | | |
| English Composition I | 50:350:101/100 | _____ | _____ | _____ |
| English Composition II | 50:350:102 | _____ | _____ | _____ |
| Civilizations & Heritages (C) Elective | 50:____:_____ | _____ | _____ | _____ |
| Fine Arts Elective | 50:____:_____ | _____ | _____ | _____ |
| Foreign Language Elective | 50:____:_____ | _____ | _____ | _____ |
| History, Religion or Philosophy Elective | 50:____:_____ | _____ | _____ |  |
| Natural Science Elective | 50:____:_____ | _____ | _____ | |
| Social Psychology Elective | 50:830:_____ | _____ | _____ | |
| College of Arts & Sciences Elective | 50:____:_____ | _____ | _____ | |
| College of Arts & Sciences Elective | 50:____:_____ | _____ | _____ | |
| Free Elective | ____:____:_____ | _____ | _____ | _____ |
| Free Elective | ____:____:_____ | _____ | _____ | _____ |
| Free Elective | ____:____:_____ | _____ | _____ | _____ |
| BUSINESS CORE (30 CREDITS) NO MORE THAN ONE "D" GRADE | | | | |
| Ethics Elective | ____:____:_____ | _____ | _____ | _____ |
| Business Communications (W) | 52:135:250*** | _____ | _____ | _____ |
| Business Law I: Legal Environment | 52:140:101 | _____ | _____ |  |
| Principles of Finance | 52:390:301 | _____ | _____ | |
| Organizational Behavior | 52:620:303 | _____ | _____ | |
| Management Science I | 52:620:321 | _____ | _____ | |
| Operations Management | 52:620:325 | _____ | _____ | |
| IT & Project Management | 52:623:302 | _____ | _____ | _____ |
| Principles of Marketing | 52:630:201 | _____ | _____ | _____ |
| Business Policy & Strategy Capstone | 52:620:450 | _____ | _____ | _____ |
| MAJOR (21 CREDITS) NO MORE THAN ONE "D" GRADE | | | | |
| 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 | ____:____:_____ | _____ | _____ | _____ |

RSBC Minor (if applicable): _____ **Minor Course 1)** _____ **Minor Course 2)** _____ **Minor Course 3)** _____

*Enrollment in Business Essentials is restricted to freshmen students; transfer students may satisfy this requirement with the combination of both *Intro to Business & Intro to Management* equivalents **OR** students may complete three (3) credits in a school 52 course at or above the 300 level.

**NJSTA refers to the [New Jersey Statewide Transfer Agreement](#) policy; the [Office of New Student Programs \(ONSP\)](#) determines eligibility.

***Business Communications is the preferred Writing Intensive (W) course for all RSBC students; transfer students or students seeking approval to utilize other writing intensive (W) course options must meet with an RSBC advisor to discuss approval.

DO NOT WRITE BELOW THIS LINE

| | |
|--|----------------------------------|
| Senior Review Date: _____ | Expected Grad Date: _____ |
| Expected Credit Min: _____ | ASO Signature: _____ |
| Diploma Application Date: _____ | Student Signature: _____ |