

NAME:

RUID:

COMMENTS:

COURSE REQUIREMENT	COURSE NUMBER	CRDT	GRADE	TERM/YEAR	COMMENT/COURSE TITLE
MAJOR PREREQUISITES (33-34 CREDITS) <small>ALL COURSES MUST BE COMPLETED WITH GRADE OF "C" OR BETTER IN THIS SECTION OF DEGREE PROGRAM</small>					
Microeconomic Principles (LQR)	50:220:102				
Macroeconomic Principles	50:220:103				
RSBC Quantitative Literacy Requirement	50:640:113/115/118/121				
Introduction to Statistics I	50:960:283				
Introduction to Statistics II	50:960:284				
Fundamentals of Financial Accounting	52:010:101				
Fundamentals of Managerial Accounting	52:010:202				
Intro to Business (FY) / Business Elective (TR)*	52:___:___				
Professional Skills Forum I (1 credit; <i>First-Years ONLY</i>)	52:135:202				
Professional Skills Forum II (1 credit; <i>Soph & Juniors</i>)	52:135:203				
Career Development Strategies (1 credit, <i>JR & SR</i>)	52:135:204				
Business Law I: Legal Environment	52:140:101				
Introduction to Data Analysis w/ Excel** (1 credit)	52:620:210				
Introduction to Information Technology	52:623:201				
GENERAL EDUCATION THEMES (18 CREDITS) <small>NO MORE THAN 1 "D" GRADE CAN BE APPLIED IN THIS SECTION OF DEGREE PROGRAM; WAIVED FOR NJCC AA/AS DEGREE</small>					
English Composition I	50:989:101				
English Composition II	50:989:102				
Arts & Aesthetics (AAI)	50:___:___				
Heritages & Civilizations (HAC)	50:___:___				
Physical & Life Sciences (PLS)	50:___:___				
United States in The World (USW)	50:___:___				
BUSINESS CORE (30 CREDITS) <small>NO MORE THAN 1 "D" GRADE CAN BE APPLIED IN THIS SECTION OF DEGREE PROGRAM</small>					
Business Communications (WRI)	52:135:250				
Principles of Marketing	52:630:201				
Principles of Finance	52:390:301				
Corporate Social Responsibility (EAV)	52:620:301				
Organizational Behavior (ECL)	52:620:303				
Optimization & Spreadsheet Modeling	52:620:321				
Operations Management	52:620:325				
International Business (GCM)	52:620:369				
IT & Project Management	52:623:302				
Strategic Management (Senior Capstone)***	52:620:450				
MAJOR REQUIREMENTS (18 CREDITS) <small>NO MORE THAN 1 "D" GRADE CAN BE APPLIED IN THIS SECTION OF DEGREE PROGRAM</small>					
Consumer Behavior	52:630:374				
Marketing Research	52:630:385				
Strategic Marketing	52:630:403				
Marketing Elective or Concentration Course 1****	52:630:___				
Marketing Elective or Concentration Course 2****	52:630:___				
Marketing Elective or Concentration Course 3****	52:630:___				
REQUIRED ELECTIVES (MINOR OPTION) (20-21 CREDITS) <small>NO MORE THAN 1 "D" GRADE CAN BE APPLIED IN THIS SECTION OF DEGREE PROGRAM</small>					
Business Elective 1/Concentration Course 4****	52:___:___				
Business Elective 2 (52:###:300+)	52:___:___				
Free Elective 1	___:___:___				
Free Elective 2	___:___:___				
Free Elective 3	___:___:___				
Free Elective 4	___:___:___				
Free Elective 5	___:___:___				
OPTIONAL— 2ND MAJOR, MINOR, DUAL DEGREE NON-REQUIRED SECTION <small>NO MORE THAN 1 "D" GRADE IN ANY MAJOR COURSE</small>					
Optional Course/Free Elective	___:___:___				
Optional Course/Free Elective	___:___:___				
Optional Course/Free Elective	___:___:___				
Optional Course/Free Elective	___:___:___				
Optional Course/Free Elective	___:___:___				

GENERAL INFORMATION ABOUT THE CURRICULUM & PROGRAM

ALL Business Students must complete a GRADUATION PLAN in her/his first term and a SENIOR REVIEW one-year prior to their expected graduation date. [Schedule Advising Appointments Online via Navigate.](#)

- ✓ All business students (and declared pre-business [006] with 30 or more credits) must meet with a business advisor each semester.
 - Contact the Academic Services Office: acadsvcs@camden.rutgers.edu or 856-225-6216.
- ✓ Students must complete **ALL prerequisites** for proper course sequencing. Courses are NOT listed in order of enrollment.
- ✓ **Each section of your degree program has minimum grade requirements – please review carefully on previous page.**
- ✓ Students are required to complete a **Senior Review** one-year prior to expected graduation—generally completion of 75-90 credits.
- ✓ Students must complete all degree requirements listed on the curriculum worksheet and earn a minimum of **120 degree credits** to be eligible for degree completion; <https://business.camden.rutgers.edu/academicservices/graduationinformation/>.
- ✓ **Major Declaration** is required by completion of 60 credits—see your academic advisor for details.
- ✓ **Double Major**: this consists of two majors within the same school or college; RSBC double majors must complete a minimum of **135 degree credits** (15 additional credits). Accounting is always the primary major when double majoring with accounting.
- ✓ **Dual Undergraduate Majors**: this consists of two majors from two different schools or colleges (i.e. a student that majors in Psychology and Marketing); dual majors must complete at least **150 degree credits**, including all Major & Gen Ed requirements of each 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 four (4) courses—**twelve (12) credits**—in a secondary business area at or above the 300 level with grades of “C” or better. *These courses may NOT be applied to meet Major Requirements.*
- ✓ **Non-Business Minor**: RSBC students are eligible to complete a minor in a non-business (CCAS) area, generally consisting of approximately 15-21 credits in a particular area of study; specific information is available via each department’s webpage.

MAJOR PREREQUISITES (ALL GRADES OF “C” OR BETTER REQUIRED)

***INTRO TO BUSINESS (52:135:101)**: Enrollment in this course is required for and restricted to first-time, first-year business students and transfer students with 24 or less transferable credits. Transfer students may satisfy this requirement with the combination of two introductory management or general business courses (see RSBC advisor for details) OR three (3) credits in a Business Elective (school 52).

****INTRO TO DATA ANALYSIS WITH EXCEL (52:620:210)**: waivable with MS Excel **Advanced** Certificate (credit not awarded for certificate)

GENERAL EDUCATION THEMES (CONSIDERED “COMPLETED” FOR NJSTA ELIGIBLE STUDENTS)

- ✓ General Education course options are searchable via the online Schedule of Classes by keyword search (i.e. Heritages & Civilizations options are listed as "HAC" in the online Schedule of Classes). These courses are waived for NJ AA/AS degree holders – must send official transcript with degree indicator to the Admissions Office at admissions@camden.rutgers.edu and request an update to your Transfer Summary Report via: [Transfer Summary Report Student Update Request \(https://app.smartsheet.com/b/form/653f91d935634fc1a9953d5d579379ed\)](https://app.smartsheet.com/b/form/653f91d935634fc1a9953d5d579379ed).
 - English Composition II (50:989:102) serves as a prerequisite for required courses in the Business Curriculum and is therefore a graduation requirement that must be completed at Rutgers if an equivalent course was not transferred.

BUSINESS CORE

*****CAPSTONE REQUIREMENT: STRATEGIC MANAGEMENT (52:620:450)**: **must be completed in the Senior Year at Rutgers-Camden**; prerequisites include 90+ completed credits and completion of Principles of Finance 52:390:301, Organizational Behavior 52:620:303, Principles of Marketing 52:630:201, and Operations Management 52:620:325/Optimization 52:620:321.

MAJOR-SPECIFIC ELECTIVE REQUIREMENTS

- ✓ **MARKETING ELECTIVES**: Students are required to complete nine (9) credits from the offerings of school 52, subject 630 courses at or above the 300 level. *The Marketing Internship course 52:630:497, Independent Study, and Honors Thesis may be applied to meet only three (3) of the nine required marketing elective credits.*
- ✓ *****CONCENTRATION OPTION**: Students have the option to complete the **Digital Marketing** Concentration by taking the following four courses to fulfill the three Marketing Electives and one Business Elective.
 - Digital Marketing Fundamentals (52:630:361)
 - Principles of Digital Analytics (52:630:362)
 - Social Media Marketing (52:630:363)
 - Digital Content Creation (52:630:364)
- ✓ **BUSINESS ELECTIVES**: Students are required to complete six (6) credits from the following business elective options: Any school 52 (subject code 010, 135, 343, 390, 533, 620, 623, or 630) course at or above the 300 level. *Business Internship, Business Independent Study/Honors Thesis and/or business minor courses may satisfy the Business Elective requirement.*
- ✓ **FREE ELECTIVES**: Students are required to complete fifteen (15) credits from the School of Business (school 52) or College of Arts and Sciences (school 50). Students may also apply a minor coursework toward the free electives—consult with an advisor.

CAREER EXPLORATION TOOLS

- ✓ WHAT YOU CAN DO WITH A MARKETING MAJOR: <https://careercenter.camden.rutgers.edu/what-can-i-do-major/>
- ✓ BUSINESS-RELATED STUDENT ORGANIZATIONS: <https://engage.camden.rutgers.edu/organizations>
- ✓ GO FURTHER WITH A MASTERS DEGREE: <https://business.camden.rutgers.edu/graduate/>
- ✓ EXTERNAL CERTIFICATION OPTIONS: <https://www.ama.org/digital-marketing-certification/>