

# Marketing: General Marketing

(Effective for students entering Fall 2019 or Spring 2020)

Name: \_\_\_\_\_

ID #: \_\_\_\_\_

Advisor: \_\_\_\_\_

### **Numerical Literacy (9 credits)<sup>1</sup>**

Quantitative Methods	MSD 105		
Statistical Methods I	MSD 200		
Statistical Methods II	MSD 201		

### **Communications (9 credits)**

Expository Writing	CMP 120		
Research Writing	CMP 125		
Prof & Strategic Speech	COM 290		

### **Global/Cultural Liberal Arts (6 credits)<sup>2</sup>**


### **Social Sciences (3 credits)** AMS, COM, GND, HIS, HLS, LAW, MCS, POL, PSY, SOC, SOW

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### **Natural Sciences (3 credits)** – BCH, BIO, BNS, CHE, ENV, GEO, ISM, MAR, PHY, SCI, SUS

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### **Humanities (3 credits)** ART, CHI, DAN, ENG, FRE, LIT, MUS, PHL,, SPA, THE

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### **Free Electives (21 credits)<sup>3,4,5</sup>**


- Completion of engaged learning points (6) is part of the graduation requirements for students entering Rider University in fall 2017 or later, including transfer students. Transfer students with 31 or more credits only need 3 points. Refer to each individual student's DegreeWorks for details.

### **Business Analytics & Technology (9 credits)**

Info Systems Essentials	CIS 185		
Mgmt Info Systems	CIS/GSC 385		
Production & Operations	MSD 340		

### **Professional Development (3 credits @ 1 credit each)<sup>6</sup>**

Career Planning/Persp I	CBA 102		
Career Planning/Persp II	CBA 202		
Career Planning/Persp III	CBA 302		

### **Business Core (30 credits)**

Macroeconomics	ECO 200		
Microeconomics	ECO 201		
Intro to Accounting	ACC 210		
Managerial Accounting	ACC 220		
Fund of Mgmt & Org Beh	MGT 201		
Marketing Principles	MKT 200		
Intro to Finance	FIN 220		
Legal & Ethical Env't Bus	BUS 300		
Strategic Management	BUS 400		
Leadership Elective <sup>7</sup>			

### **Major Courses (24 credits)**

Consumer Behavior	MKT 320		
Internat'l Marketing <b>OR</b> Internat'l Advertising *	MKT 330/ MKT 369		
Marketing Research	MKT 366		
Marketing Mgmt Seminar	MKT 460		
MKT Elective**			
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MKT Elective**			

- \*Only one of MKT 330 or MKT 369 can count in major. General Mktg majors must take a second International Business Elective and count it as Free Elective only.
- \*\*MKT 490 & 491 cannot count as MKT electives.

<sup>1</sup> MSD 104 Intro to Quantitative Methods is a 3 credit course and is counted as a Free Elective.

<sup>2</sup> Global/Cultural Liberal Arts Electives can be satisfied by courses that are designated as Global/Cultural, including language courses at the 101 level or above.

<sup>3</sup> **Students are required to complete 6 credits of International Business Electives. General Marketing majors can only count 3 credits of International Business Elective in their major.**

<sup>4</sup> Students are strongly encouraged to complete a credit bearing experiential course (e.g., Internship, Co op, Study Tour, Study Abroad, ENT 448 Seminar in Small Business Consulting, ECO 450 Seminar in Economic Research.)

<sup>5</sup> Students are encouraged to consider courses outside of business (including minors in liberal arts & sciences).

<sup>6</sup> Transfer and CCS students can take CBA 336 Career Planning (formerly MGT 336) as a substitute.

<sup>7</sup> Choose from LDP 398 Co op Experience Seminar, LDP 200 Foundations of Leadership, LDP 220 Service Learning through MOB, MGT 355 Team Management, MGT 363 Management Skills.