

Marketing: Digital Marketing

(Effective for students entering Fall 2021 or Spring 2022)

Name: _____

ID #: _____

Advisor: _____

Business Foundations (39 credits)

Business in Action	CBA 110		
Quantitative Methods	MSD 105		
Business Statistics	MSD 205		
Intro. to Accounting	ACC 210		
Managerial Accounting	ACC 220		
Macroeconomics	ECO 200		
Microeconomics	ECO 201		
Fund. of Mgmt. & Org. Beh.	MGT 201		
Marketing Principles	MKT 200		
Introduction to Finance	FIN 220		
Legal & Ethical Environ.	BUS 300		
Strategic Management	BUS 400		
Business Communications	CBA 212		

Business Technology & Analytics (12 credits)

Info. Systems Essentials	CIS 185		
Management Info. Systems	CIS/GSC 385		
Intro Business Analytics	BDA 201		
Operations Management	MSD 301		

Free Electives (15 Credits)*

**** COM 212 Publication Design can count as a required social science elective. If you count COM 212 toward the required social science elective, you must complete an additional 3 credit free elective**

Communications (9 credits)

Sem in Writing & Rhetoric	CMP 120		
Sem in Writing & Research	CMP 125		
Prof. & Strat. Speech	COM 290		

Liberal Arts & Sciences (12 credits)

Natural Science Elective ¹			
Social Science Elective ²			
Humanities Elective ³			
Liberal Arts Elective ⁴			

Professional Development (6 credits)

Career Planning	CBA 236		
Leadership Elective ⁵			

International Business Electives (6 credits)

International Marketing <u>OR</u> International Advertising	MKT 330/ MKT 369		

Major Courses (21 Credits)

Intro Vis Data Analytics OR Publication Design **	BDA 205/ COM 212		
Retailing Management OR Services Marketing OR Business to Business Mktg	MKT 250/ MKT 260/ MKT 310		
Consumer Behavior	MKT 320		
Marketing Research	MKT 366		
Mktg Web Analytics	MKT 367		
Dig'l Adver & Soc Media	MKT 375		
Marketing Mgmt Seminar	MKT 460		

¹ Natural Science Electives include BCH, BIO, BNS, CHE, ENV, GEO, ISM, MAR, PHY, SCI, SUS

² Social Science Electives include AMS, COM, GND, HIS, HLS, LAW, MCS, POL, PSY, SOC, SOW

³ Humanities Electives include ART, CHI, DAN, ENG, FRE, LIT, MUS, PHL, SPA, THE

⁴ *Liberal Arts Elective is a course offered by College of Liberal Arts & Sciences or School of Fine & Performing Arts.*

⁵ 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.

* Free Electives are the credits remaining to achieve a minimum of 120 credits earned in order to graduate.

- Students are encouraged to take the GSC 385 section of Management Information Systems
- **Students are required to complete the Intensive Core Requirements which include 1 Writing Intensive Course (BUS 300, FIN 405, MKT 460), 1 Oral Intensive Course (ACC 410, FIN 305, MKT 340), and 1 Data Analytic Intensive Course (ACC 320, CIS 360, MKT 366, MKT 367).**
- **Completion of engaged learning points (6) in two categories 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 in one category. Refer to each individual student's DegreeWorks for details.**