Marketing: General Marketing

(Effective for students entering Fall 2019 or Spring 2020)

Name: _____

ID #:_____

Advisor: _____

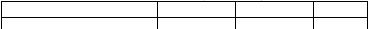
Numerical Literacy $(9 \text{ credits})^1$

| 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)²



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

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

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

Free Electives (21 credits)^{3,4,5}

• 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)⁶

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|---------------------------|---------|---|
| 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 Envt Bus | BUS 300 | |
| Strategic Management | BUS 400 | |
| Leadership Elective ⁷ | | |

Major Courses (24 credits)

| Consumer Behavior | MKT 320 | |
|--------------------------|----------|--|
| Internat'l Marketing OR | MKT 330/ | |
| Internat'l Advertising * | MKT 369 | |
| Marketing Research | MKT 366 | |
| Marketing Mgmt Seminar | MKT 460 | |
| 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.

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

² 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.

³ 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.

⁴ 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.)

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

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

⁷ 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.