MARKETING

Program Overview

A degree in marketing provides students with the knowledge they need to compete in today's global marketplace. Graduates from the marketing program enter the workforce with a strong background in business, a critical understanding of consumer behavior, ad trends and the know-how needed to reach target audiences and to promote services and products.

Student Learning Outcomes:

A marketing graduate will demonstrate the ability to:

- apply knowledge of the interaction of marketing mix variables with environmental variables and the resulting outcome;
- · apply ethical thinking to decision making;
- · work with others in team environment;
- · use current and emerging technology in the field of marketing;
- · demonstrate basic professional skills in oral communication;
- · demonstrate basic professional skills in written communication.

Curriculum Overview

As a marketing major at Rider, students have the choice of pursuing one of five marketing tracks: general marketing, advertising, digital marketing, pharmaceutical and health care marketing, or professional selling. These tracks provide all marketing majors with the foundation of knowledge and skills necessary for a marketing career while offering students the opportunity to focus their curriculum on a path that best suits their career interests and goals.

Possible employment opportunities can be found with profit and nonprofit and public or private organizations marketing goods or services to consumers, businesses or other organizations.

Degree Offered

• B.S.B.A. in Marketing

Contact

Anubha Mishra, Ph.D.

Associate Professor and Chairperson Sweigart Hall 352 (609) 895-5513 amishra@rider.edu

Program Website: (http://www.rider.edu/academics/colleges-schools/college-business-administration/undergraduate-programs/marketing-advertising/)Marketing (https://www.rider.edu/academics/colleges-schools/norm-brodsky-college-business/undergraduate/marketing/)
Associated Department: Department of Marketing (https://www.rider.edu/academics/colleges-schools/norm-brodsky-college-business/faculty-departments/marketing/)

Related Programs

- Business Administration (http://catalog.rider.edu/undergraduate/ colleges-schools/business-administration/majors-minorscertificates/business-administration/)
- Communication Studies (http://catalog.rider.edu/undergraduate/ colleges-schools/arts-sciences/majors-minors-certificates/ communication-studies/)

- Film and Media Studies (http://catalog.rider.edu/undergraduate/ colleges-schools/arts-sciences/majors-minors-certificates/filmmedia-studies/)
- Entrepreneurial Studies (http://catalog.rider.edu/undergraduate/ colleges-schools/business-administration/majors-minorscertificates/entrepreneurial-studies/)
- Graphic Design (http://catalog.rider.edu/undergraduate/collegesschools/arts-sciences/majors-minors-certificates/graphic-design/)
- Journalism (http://catalog.rider.edu/undergraduate/collegesschools/arts-sciences/majors-minors-certificates/journalism/)
- Public Relations (http://catalog.rider.edu/undergraduate/collegesschools/arts-sciences/majors-minors-certificates/public-relations/)
- Web Design (http://catalog.rider.edu/undergraduate/collegesschools/arts-sciences/majors-minors-certificates/web-design/)

Marketing Major Requirements

(24 credits)

Students are *required* to complete one of the five tracks shown below:

Tracks for the Marketing Major

- · General Marketing
- Advertising
- · Digital Marketing
- · Professional Selling
- · Health Care and Pharmaceutical Marketing

General Marketing Track

(24 credits)

Code	Title	Credits
MKT 320	Consumer Behavior	3
MKT 330	International Marketing ¹	3
or MKT 369	International Advertising	
MKT 366	Marketing Research	3
MKT 460	Marketing Management Seminar	3
Four additional Marketing Electives are required ²		12
Total Credits		24

Only one of MKT 330 or MKT 369 can count in major. General Marketing majors must take a second International Business elective and count it as Free Elective only.

Students are required to complete 6 credits of International Business electives. Marketing majors can only count 3 credits of International Business elective in their major.

Advertising Track

(24 credits)

² MKT 490 & MKT 491 cannot count as MKT electives.

Code	Title	Credits
MKT 205	Advertising Principles	3
MKT 320	Consumer Behavior	3
MKT 366	Marketing Research	3
MKT 369	International Advertising	3
or MKT 330	International Marketing	
MKT 375	Digital Advertising and Social Media	3
MKT 435	Advertising Campaigns	3
MKT 460	Marketing Management Seminar	3
COM 212	Digital Publication Design ¹	3
Total Credits		24

1	This course can count as a required social science elective. If you
	count it as a social science elective, you must complete an additional
	3-credit free elective

Digital Marketing Track

(24 credits)

Code	Title	Credits
BDA 205	Introduction to Visual Data Analytics	3
OR		
COM 212	Digital Publication Design ¹	
MKT 250	Retailing Management	3
or MKT 260	Service Marketing	
or MKT 310	Business to Business Marketing	
MKT 320	Consumer Behavior	3
MKT 330	International Marketing	3
or MKT 369	International Advertising	
MKT 366	Marketing Research	3
MKT 367	Marketing Web Analytics	3
MKT 375	Digital Advertising and Social Media	3
MKT 460	Marketing Management Seminar	3
Total Credits		24

This course can count as a required social science elective. If you count it as a social science elective, you must complete an additional 3-credit free elective.

Professional Selling Track

(24 credits)

Code	Title	Credits
MGT 346	Negotiation	3
MKT 250	Retailing Management	3
or MKT 260	Service Marketing	
or MKT 310	Business to Business Marketing	
MKT 320	Consumer Behavior	3
MKT 330	International Marketing	3
or MKT 369	International Advertising	

Total Credits		24
MKT 460	Marketing Management Seminar	3
MKT 440	Sales Management	3
MKT 366	Marketing Research	3
MKT 340	Personal Selling	3

Health Care and Pharmaceutical Marketing Track

(24 credits)

Code	Title	Credits
MKT 320	Consumer Behavior	3
MKT 330	International Marketing	3
or MKT 369	International Advertising	
MKT 340	Personal Selling	3
MKT 345/GSC 345	Customer Focus ¹	3
or MKT 310	Business to Business Marketing	
MKT 366	Marketing Research	3
MKT 380	Health Care Marketing	3
MKT 460	Marketing Management Seminar	3
Select one of the	following:	3
HTH 205	Introduction to Health Care	
BUS 315	Health Care Law, Ethics & Policy	
Total Credits		24

GSC 115 will be removed as a pre-requisite for marketing majors in order to take MKT 345.

Concentration in Financial Services

(12 credits)

This program is designed for students interested in the many careers requiring knowledge of finance as well as strong marketing skills, including banking, investment banking, and insurance.

The concentration is available to Finance or Marketing majors in the Norm Brodsky College of Business. Students majoring in Finance are required to complete 12 credit hours in marketing coursework; students majoring in Marketing are required to complete 12 credit hours in finance coursework.

Finance majors may only select this program as a second concentration after they select a primary concentration such as Private Wealth Management.

- for Finance Majors (p. 2)
- for Marketing Majors (p. 3)

Finance Majors

Code	Title	Credits
Required Courses	S	
MKT 340	Personal Selling	3

3

MKT 440	Sales Management	3
Elective Courses		
Select two of the	following:	6
MKT 260	Service Marketing	
MKT 310	Business to Business Marketing	
MKT 320	Consumer Behavior	
MKT 366	Marketing Research	
MKT 490	Independent Research and Study	
MKT 491/FIN 491	Internship-Based Indep Study	

12

Marketing Majors

Total Credits

Code	Title	
Required Cours	ees	
FIN 305	Personal Financial Planning	3
FIN 307	Financial Markets & Institutions	3
FIN 312	Investments	3
Elective Course	es	
Select one of th	ne following:	3
FIN 315	Financial Modeling	
FIN 360	Fixed Income and Derivatives	
FIN 412	Investment Analysis	
Total Credits		12

Graduation Requirement

In order to complete the concentration, students must achieve a minimum GPA of 2.5 in the concentration coursework, and a minimum grade of "C" in each of the concentration courses.

For information on the Concentration in Financial Services for Finance or Marketing majors please contact:

Anubha Mishra, Ph.D.

Associate Professor and Chairperson Sweigart Hall (609) 895-5513 amishra@rider.edu

4 Year Academic Plan of Study

The following educational plan is provided as a sample only. Rider students who do not declare a major during their freshman year; who are in a Continuing Education Program; who change their major; or who transfer to Rider may follow a different plan to ensure a timely graduation. Each student, with guidance from their academic advisor, will develop a personalized educational plan.

Marketing General Concentration (p. 3) Advertising Concentration (p. 4) Digital Concentration (where COM 212 is selected) (p. 4) Digital Concentration (where BDA 205 is selected) (p. 5) Health Care and Pharmaceutical Concentration (p. 6) Professional Selling Concentration (p. 6)

Marketing Gen	eral Concentration	Credits
Year 1		0.00
Fall Semester		
CBA 110	Business in Action ¹	3
CIS 185	Information Systems Essentials ¹	3
CMP 120	Seminar in Writing and Rhetoric	3
MSD 105	Quantitative Methods for Business ²	3
Liberal Arts El		3
Liberal Arts Li	Semester Credit Hours	15
Spring Semes		13
CMP 125	Seminar in Writing and Research	3
ECO 200	Principles of Macroeconomics	3
MKT 200	Marketing Principles	3
MSD 205	Business Statistics	3
Liberal Arts El		3
Liberal Arts El		
V0	Semester Credit Hours	15
Year 2		
Fall Semester		
ACC 210	Introduction to Accounting	3
BDA 201	Introduction to Business Analytics	3
COM 290	Professional/Strategic Speech	3
ECO 201	Principles of Microeconomics	3
MKT 320	Consumer Behavior	3
	Semester Credit Hours	15
Spring Semes	ter	
ACC 220	Managerial Uses of Accounting	3
CBA 212	Business Communications	3
CBA 236	Career Planning	3
MGT 201	Fund Management & Org Behavior	3
Marketing Ma	jor Elective 1	3
	Semester Credit Hours	15
Year 3		
Fall Semester		
BUS 300	The Legal and Ethical Environment of Business	3
FIN 220	Introduction to Finance	3
MKT 330	International Marketing	3
or	or International Advertising	
MKT 369		
Leadership Ele		3
Free Elective		3
Spring Semes	Semester Credit Hours ter	15
CIS 385	Management Information Systems	3
MSD 301	Operations Management	3
MKT 366	Marketing Research	3
Marketing Ma	jor Elective 2	3
Liberal Arts El	ective 3	3
	Semester Credit Hours	15
Year 4		
Fall Semester		

Marketing Major Elective 3

4 Marketing

International Business Elective		3	MKT 366	Marketing Research	3
Liberal Arts	Elective 4	3	Leadership	Elective	3
Free Elective		3		Semester Credit Hours	15
Free Elective	e 3	3	Spring Sem	ester	
	Semester Credit Hours	15	CIS 385	Management Information Systems	3
Spring Semo	ester		MKT 375	Digital Advertising and Social Media	3
BUS 400	Strategic Management and Policy	3	MSD 301	Operations Management	3
MKT 460	Marketing Management Seminar	3	Liberal Arts	Elective 3	3
Marketing M	Najor Elective 4	3	Free Elective	e 1	3
Free Elective	e 4	3		Semester Credit Hours	15
Free Elective	e 5	3	Year 4		
	Semester Credit Hours	15	Fall Semest	er	
	Total Credit Hours for Graduation	120	MKT 369	International Advertising	3
			Liberal Arts	Elective 4	3
			Internationa	al Business Elective	3
Advertising (Concentration		Free Elective	e 2	3
Course	Title	Credits	Free Elective	e 3	3
Year 1				Semester Credit Hours	15
Fall Semeste	er		Spring Sem	ester	
CBA 110	Business in Action ¹	3	BUS 400	Strategic Management and Policy	3
CIS 185	Information Systems Essentials ¹	3	MKT 435	Advertising Campaigns	3
CMP 120	Seminar in Writing and Rhetoric	3	MKT 460	Marketing Management Seminar	3
MSD 105	Quantitative Methods for Business ²	3	Free Elective	e 4	3
Liberal Arts	Elective 1	3	Free Elective	e 5	3
	Semester Credit Hours	15		Semester Credit Hours	15
Spring Semo	ester			Total Credit Hours for Graduation	120
CMP 125	Seminar in Writing and Research	3			
ECO 200	Principles of Macroeconomics	3			
MKT 200	Marketing Principles	3	Digital Conc	entration (where COM 212 is selected)	
MSD 205	Business Statistics	3	Course	Title	Credits
Liberal Arts	Elective 2	3	Year 1		
	Semester Credit Hours	15	Fall Semest	er	
Year 2			CBA 110	Business in Action ¹	3
Fall Semest	er		CIS 185	Information Systems Essentials ¹	3
ACC 210	Introduction to Accounting	3	CMP 120	Seminar in Writing and Rhetoric	3
BDA 201	Introduction to Business Analytics	3	MSD 105	Quantitative Methods for Business ²	3
COM 290	Professional/Strategic Speech	3	Liberal Arts	Elective 1	3
ECO 201	Principles of Microeconomics	3	-	Semester Credit Hours	15
MKT 205	Advertising Principles	3	Spring Sem	ester	
	Semester Credit Hours	15	CMP 125	Seminar in Writing and Research	3
Spring Semo	ester		ECO 200	Principles of Macroeconomics	3
ACC 220	Managerial Uses of Accounting	3	MKT 200	Marketing Principles	3
CBA 212	Business Communications	3	MSD 205	Business Statistics	3
CBA 236	Career Planning	3	Liberal Arts	Elective 2	3
MGT 201	Fund Management & Org Behavior	3		Semester Credit Hours	15
MKT 320	Consumer Behavior	3	Year 2		
	Semester Credit Hours	15	Fall Semest	er	
Year 3			ACC 210	Introduction to Accounting	3
Fall Semest	er		BDA 201	Introduction to Business Analytics	3
BUS 300	The Legal and Ethical Environment of Business	3	COM 290	Professional/Strategic Speech	3
COM 212	Digital Publication Design	3	ECO 201	Principles of Microeconomics	3
FIN 220	Introduction to Finance	3			

MKT 260 or Business to Business Marketing or MKT 310 Course Year 1 Semester Credit Hours 15 CBA 110 Spring Semester CIS 185 ACC 220 Managerial Uses of Accounting 3 CMP 120 CBA 212 Business Communications 3 MSD 105 CBA 236 Career Planning 3 Liberal Art MGT 201 Fund Management & Org Behavior 3 MKT 320 Consumer Behavior 3 Spring Ser Semester Credit Hours 15 CMP 125 Year 3 Fall Semester MKT 200 Fall Semester MKT 200 FIN 220 Introduction to Finance 3 MSD 205	centration (where Title
or MKT 310 Semester Credit Hours Semester Credit Hours Semester CIS 185 ACC 220 Managerial Uses of Accounting CBA 212 Business Communications CBA 236 Career Planning MKT 320 Consumer Behavior Semester Credit Hours Tend Management & Org Behavior MKT 320 Consumer Behavior Semester Credit Hours Tend Management Semester Credit Hours Tend MKT 200 Fall Semester MKT 200 Fall Semester MKT 200 MSD 205 BUS 300 The Legal and Ethical Environment of Business MKT 366 Marketing Research Semester Credit Hours Semester Credit Hours Tend Management MKT 366 Marketing Research Semester Credit Hours Tend Semester ACC 210	ride
Semester Credit Hours Spring Semester ACC 220 Managerial Uses of Accounting CBA 212 Business Communications CBA 236 Career Planning MKT 320 Consumer Behavior Semester Credit Hours Year 3 FIN 220 Introduction to Finance BUS 300 The Legal and Ethical Environment of Business COM 212 Digital Publication Design MKT 366 Marketing Research Semester Credit Hours Fall Semester	
Semester Credit Hours Spring Semester CIS 185 ACC 220 Managerial Uses of Accounting 3 CMP 120 CBA 212 Business Communications 3 MSD 105 CBA 236 Career Planning 3 Liberal Art MGT 201 Fund Management & Org Behavior 3 MKT 320 Consumer Behavior 3 Spring Ser Semester Credit Hours 15 CMP 125 Year 3 FIN 220 Introduction to Finance 3 MSD 205 BUS 300 The Legal and Ethical Environment of Business COM 212 Digital Publication Design MKT 366 Marketing Research Semester Credit Hours Semester Credit Hours 15 CBA 110 CMP 120 Spring Ser Spring Ser MKT 200 MKT 200 MKT 200 MKT 200 Fill Semester Semester Credit Hours 15 Fall Semester Semester Credit Hours 15 ACC 210	ster
ACC 220 Managerial Uses of Accounting 3 CMP 120 CBA 212 Business Communications 3 MSD 105 CBA 236 Career Planning 3 Liberal Art MGT 201 Fund Management & Org Behavior 3 MKT 320 Consumer Behavior 3 Spring Set Semester Credit Hours 15 CMP 125 Year 3 ECO 200 Fall Semester MKT 200 FIN 220 Introduction to Finance 3 MSD 205 BUS 300 The Legal and Ethical Environment of Business 3 Liberal Art COM 212 Digital Publication Design 3 MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semester Semester Credit Hours 15 ACC 210	Business in A
CBA 212 Business Communications 3 MSD 105 CBA 236 Career Planning 3 Liberal Art MGT 201 Fund Management & Org Behavior 3 MKT 320 Consumer Behavior 3 Spring Set Semester Credit Hours 15 CMP 125 Year 3 ECO 200 Fall Semester MKT 200 FIN 220 Introduction to Finance 3 MSD 205 BUS 300 The Legal and Ethical Environment of Business 3 Liberal Art COM 212 Digital Publication Design 3 MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semester Semester Credit Hours 15 ACC 210	Information
CBA 212 Business Communications 3 MSD 105 CBA 236 Career Planning 3 Liberal Art MGT 201 Fund Management & Org Behavior 3 MKT 320 Consumer Behavior 3 Spring Set Semester Credit Hours 15 CMP 125 Year 3 ECO 200 Fall Semester MKT 200 FIN 220 Introduction to Finance 3 MSD 205 BUS 300 The Legal and Ethical Environment of Business 3 Liberal Art COM 212 Digital Publication Design 3 MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semester Semester Credit Hours 15 ACC 210	Seminar in W
MGT 201 Fund Management & Org Behavior 3 MKT 320 Consumer Behavior 3 Spring Ser Semester Credit Hours 15 CMP 125 Year 3 ECO 200 Fall Semester MKT 200 FIN 220 Introduction to Finance 3 MSD 205 BUS 300 The Legal and Ethical Environment of Business 3 Liberal Art COM 212 Digital Publication Design 3 MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semester Semester Credit Hours 15 ACC 210	Quantitative
MKT 320 Consumer Behavior 3 Spring Set Semester Credit Hours 15 CMP 125 Year 3 ECO 200 Fall Semester MKT 200 FIN 220 Introduction to Finance 3 MSD 205 BUS 300 The Legal and Ethical Environment of Business 3 Liberal Art COM 212 Digital Publication Design 3 MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semester Credit Hours 15 ACC 210	s Elective 1
Semester Credit Hours Semester Credit Hours Year 3 Fall Semester FIN 220 Introduction to Finance BUS 300 The Legal and Ethical Environment of Business COM 212 Digital Publication Design MKT 366 Marketing Research Leadership Elective Semester Credit Hours Semester Credit Hours Semester Credit Hours Semester Credit Hours 15 CMP 125 ECO 200 MKT 200 MKT 200 Liberal Art Year 2 Fall Semester ACC 210	Semester Cr
Semester Credit Hours Year 3 Fall Semester FIN 220 Introduction to Finance BUS 300 The Legal and Ethical Environment of Business COM 212 Digital Publication Design MKT 366 Marketing Research Leadership Elective Semester Credit Hours 15 CMP 125 ECO 200 MKT 200 MKT 200 MKT 201 Liberal Art Year 2 Fall Semester ACC 210	
Fall Semester MKT 200 FIN 220 Introduction to Finance 3 MSD 205 BUS 300 The Legal and Ethical Environment of Business 3 Liberal Art COM 212 Digital Publication Design 3 MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semester Credit Hours 15 ACC 210	Seminar in W
FIN 220 Introduction to Finance 3 MSD 205 BUS 300 The Legal and Ethical Environment of Business 3 Liberal Art COM 212 Digital Publication Design 3 MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semestary Semester Credit Hours 15 ACC 210	Principles of
BUS 300 The Legal and Ethical Environment of Business 3 Liberal Art COM 212 Digital Publication Design 3 MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semester Credit Hours 15 ACC 210	Marketing Pr
BUS 300 The Legal and Ethical Environment of Business 3 Liberal Art COM 212 Digital Publication Design 3 MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semester Credit Hours 15 ACC 210	Business Sta
MKT 366 Marketing Research 3 Year 2 Leadership Elective 3 Fall Semester Credit Hours Semester Credit Hours 15 ACC 210	s Elective 2
Leadership Elective 3 Fall Semester Credit Hours 15 ACC 210	Semester Cr
Semester Credit Hours 15 ACC 210	
Semester Credit Hours 15 ACC 210	ster
	Introduction
	Introduction
CIS 385 Management Information Systems 3 COM 290	Professional
or GSC 385 or Management Information Systems for ECO 201	Principles of
Global Supply Chain Management MKT 250	Retailing Ma
MKT 375 Digital Advertising and Social Media 3 or	or Service
MSD 301 Operations Management 3 MKT 26	or Busines
Liberal Arts Elective 3 3 or	
Free Elective 1 3 MKT 31	
Semester Credit Hours 15	Semester Cr
Year 4 Spring Ser	
Fall Semester ACC 220	Managerial U
MKT 369 International Advertising 3 CBA 212	Business Co
International Business Elective 3 CBA 236	Career Plann
Liberal Arts Elective 4 3 MGT 201	Fund Manag
Free Elective 2 3 MKT 320	Consumer B
Free Elective 3 3	Semester Cr
Semester Credit Hours 15 Year 3	
Spring Semester Fall Semes	
BUS 400 Strategic Management and Policy 3 BDA 205	Introduction
MKT 367 Marketing Web Analytics 3 BUS 300	The Legal an
MKT 460 Marketing Management Seminar 3 FIN 220	Introduction
Free Elective 4 3 MKT 366	Marketing Re
Free Elective 5 3 Leadershi	p Elective
Semester Credit Hours 15	Semester Cr
Total Credit Hours for Graduation 120 Spring Set CIS 385 or GSC	

Digital Concen Course	tration (where BDA 205 is selected) Title	Credits
Year 1		
Fall Semester	_	
CBA 110	Business in Action ¹	3
CIS 185	Information Systems Essentials ¹	3
CMP 120	Seminar in Writing and Rhetoric	3
MSD 105	Quantitative Methods for Business ²	3
Liberal Arts El	ective 1	3
	Semester Credit Hours	15
Spring Semes	ter	
CMP 125	Seminar in Writing and Research	3
ECO 200	Principles of Macroeconomics	3
MKT 200	Marketing Principles	3
MSD 205	Business Statistics	3
Liberal Arts El	ective 2	3
	Semester Credit Hours	15
Year 2		
Fall Semester		
ACC 210	Introduction to Accounting	3
BDA 201	Introduction to Business Analytics	3
COM 290	Professional/Strategic Speech	3
ECO 201	Principles of Microeconomics	3
MKT 250	Retailing Management	3
or	or Service Marketing	
MKT 260	or Business to Business Marketing	
or NAVT 010		
MKT 310	0 . 0 . 1:11	
Spring Semes	Semester Credit Hours ter	15
ACC 220	Managerial Uses of Accounting	3
CBA 212	Business Communications	3
CBA 236	Career Planning	3
MGT 201	Fund Management & Org Behavior	3
MKT 320	Consumer Behavior	3
	Semester Credit Hours	15
Year 3		
Fall Semester		
BDA 205	Introduction to Visual Data Analytics	3
BUS 300	The Legal and Ethical Environment of Business	3
FIN 220	Introduction to Finance	3
MKT 366	Marketing Research	3
Leadership Ele	ective	3
	Semester Credit Hours	15
Spring Semes	ter	
CIS 385	Management Information Systems	3
or GSC 385	,	
	Global Supply Chain Management	
MKT 375	Digital Advertising and Social Media	3
MSD 301	Operations Management	3
Liberal Arts El	ective 3	3

Free Elective	e 1	3	Year 3		
	Semester Credit Hours	15	Fall Semest	er	
Year 4			BUS 300	The Legal and Ethical Environment of Business	3
Fall Semeste	er		MKT 345	Customer Focus	3
MKT 369	International Advertising	3	or	or Business to Business Marketing	
Internationa	l Business Elective	3	MKT 310		
Liberal Arts	Elective 4	3	MKT 366	Marketing Research	3
Free Elective	2	3	Leadership I	Elective	3
Free Elective	3	3	Free Elective	e 1	3
	Semester Credit Hours	15		Semester Credit Hours	15
Spring Seme	ester		Spring Semo	ester	
BUS 400	Strategic Management and Policy	3	CIS 385	Management Information Systems	3
MKT 367	Marketing Web Analytics	3	or GSC 38	, ,	
MKT 460	Marketing Management Seminar	3		Global Supply Chain Management	
Free Elective		3	HTH 205	Introduction to Health Care	3
Free Elective		3	or BUS 31	,	2
	Semester Credit Hours	15	MKT 380	Health Care Marketing	3
			MSD 301	Operations Management	3
	Total Credit Hours for Graduation	120	Liberal Arts		3
				Semester Credit Hours	15
			Year 4		
	and Pharmaceutical Concentration		Fall Semest		
Course	Title	Credits	MKT 330	International Marketing	3
Year 1			or MKT 369	or International Advertising	
Fall Semeste			MKT 340		2
CBA 110	Business in Action ¹	3		Personal Selling	3
CIS 185	Information Systems Essentials ¹	3	Liberal Arts		3
CMP 120	Seminar in Writing and Rhetoric	3	Free Elective		3
MSD 105	Quantitative Methods for Business ²	3	Free Elective		3
Liberal Arts	Elective 1	3		Semester Credit Hours	15
	Semester Credit Hours	15	Spring Semo		
Spring Seme	ester		BUS 400	Strategic Management and Policy	3
CMP 125	Seminar in Writing and Research	3	MKT 460	Marketing Management Seminar	3
ECO 200	Principles of Macroeconomics	3		ll Business Elective	3
MKT 200	Marketing Principles	3	Free Elective		3
MSD 205	Business Statistics	3	Free Elective		3
Liberal Arts	Elective 2	3		Semester Credit Hours	15
	Semester Credit Hours	15		Total Credit Hours for Graduation	120
Year 2					
Fall Semeste	er				
ACC 210	Introduction to Accounting	3	Professional	Selling Concentration	
BDA 201	Introduction to Business Analytics	3	Course	Title	Credits
COM 290	Professional/Strategic Speech	3	Year 1		
ECO 201	Principles of Microeconomics	3	Fall Semest	er	
MKT 320	Consumer Behavior	3	CBA 110	Business in Action ¹	3
	Semester Credit Hours	15	CIS 185	Information Systems Essentials ¹	3
Spring Seme		.5	CMP 120	Seminar in Writing and Rhetoric	3
ACC 220	Managerial Uses of Accounting	3	MSD 105	Quantitative Methods for Business ²	3
CBA 212	Business Communications	3	Liberal Arts		3
CBA 212 CBA 236	Career Planning	3		Semester Credit Hours	15
FIN 220	Introduction to Finance	3	Spring Semo		.0
MGT 201		3	CMP 125	Seminar in Writing and Research	3
101 201	Fund Management & Org Behavior Semester Credit Hours	15	ECO 200	Principles of Macroeconomics	3
	Jeniester Greuft Mulis	10			3

MKT 200	Marketing Principles	3
MSD 205	Business Statistics	3
Liberal Arts El	ective 2	3
	Semester Credit Hours	15
Year 2		
Fall Semester		
ACC 210	Introduction to Accounting	3
BDA 201	Introduction to Business Analytics	3
COM 290	Professional/Strategic Speech	3
ECO 201	Principles of Microeconomics	3
MKT 250	Retailing Management	3
or	or Service Marketing	
MKT 260	or Business to Business Marketing	
or MKT 310		
WIKT 310	Semester Credit Hours	15
Carina Comoo		13
Spring Semes ACC 220		3
CBA 212	Managerial Uses of Accounting Business Communications	
CBA 212 CBA 236	Career Planning	3
MGT 201	<u> </u>	3
	Fund Management & Org Behavior Consumer Behavior	
MKT 320		3
V2	Semester Credit Hours	15
Year 3		
Fall Semester		0
BUS 300	The Legal and Ethical Environment of Business	3
FIN 220	Introduction to Finance	3
MKT 330 or	International Marketing or International Advertising	3
MKT 369	of international Advertising	
MKT 340	Personal Selling	3
Leadership Ele	-	3
	Semester Credit Hours	15
Spring Semes	ter	
CIS 385	Management Information Systems	3
or GSC 385	,	
	Global Supply Chain Management	
MKT 366	Marketing Research	3
MSD 301	Operations Management	3
Liberal Arts El	ective 3	3
Free Elective	1	3
	Semester Credit Hours	15
Year 4		
Fall Semester		
MGT 346	Negotiation	3
International I	Business Elective	3
Liberal Arts El	ective 4	3
Free Elective 2	2	3
Free Elective 3	3	3
	Semester Credit Hours	15
Spring Semes	ter	
BUS 400	Strategic Management and Policy	3
MKT 440	Sales Management	3

MKT 460 Marketing Management Seminar			
Free Elective	3		
Free Elective	3		
	15		
	120		

- ¹ CIS 185 Information Systems Essentials and CBA 110 Business in Action can be taken in the Fall or Spring of Year 1.
- 2 Students may be required to take MSD 104 Intro to Quantitative Methods based on placement. MSD 104 counts as a 3-credit Free Elective.

Notes:

- The plans above assume no AP or other credits were transferred into Rider University.
- · Business Honors students may have a different sequence.
- For the Leadership Elective, select either LDP 398 Co-op Experience Seminar, LDP 200 Foundations of Leadership, LDP 220 Service Learning, MGT 355 Team Management, or MGT 363 Management Skills.
- Students must take four liberal arts electives; 3 credits must be in Natural Science, 3 credits must be in Social Science, 3 credits must be in Humanities, and 3 credits may be any other course offered by the College of Arts and Sciences.
- Students are required to complete 6 credits of International Business electives. Marketing majors may only count 3 credits of International Business electives in their major.
- Students are strongly suggested to complete a credit-bearing experiential course (e.g., internship, co-op, study tour, study abroad, ENT 448 Seminar in Small Business Consulting, or ECO 450 Seminar in Economic Research.)

3 Year Academic Plan of Study

The following educational plan is provided as a sample only. Rider students who do not declare a major during their freshman year; who are in a Continuing Education Program; who change their major; or who transfer to Rider may follow a different plan to ensure a timely graduation. Each student, with guidance from their academic advisor, will develop a personalized educational plan.

Marketing General Concentration (p. 7)
Advertising Concentration (p. 8)
Digital Concentration (where COM 212 is selected) (p. 9)
Digital Concentration (where BDA 205 is selected) (p. 10)
Health Care and Pharmaceutical Concentration (p. 10)
Professional Selling Concentration (p. 11)

Marketing General Concentration					
Course	Title	Credits			
Year 1					
Fall Semeste	er				
CBA 110	Business in Action ¹	3			
CIS 185	Information Systems Essentials ¹	3			
CMP 120	Seminar in Writing and Rhetoric	3			
ECO 200	Principles of Macroeconomics	3			

MSD 105	Quantitative Methods for Business ²	3	Liberal Arts	Elective 4	3
	Semester Credit Hours	15		Semester Credit Hours	18
JTerm			JTerm		
Liberal Arts El	lective 1	3	Free Elective	e 3	3
	Semester Credit Hours	3		Semester Credit Hours	3
Spring Semes	ter		Spring Sem	ester	
CMP 125	Seminar in Writing and Research	3	BUS 400	Strategic Management and Policy	3
ECO 201	Principles of Microeconomics	3	MKT 460	Marketing Management Seminar	3
MKT 200	Marketing Principles	3	Marketing N	Najor Elective 4	3
MSD 205	Business Statistics	3	Free Elective	e 4	3
Liberal Arts El	lective 2	3	Free Elective	e 5	3
	Semester Credit Hours	15		Semester Credit Hours	15
Summer Sem	ester			Total Credit Hours for Graduation	120
ACC 210	Introduction to Accounting	3			
MKT 320	Consumer Behavior	3			
	Semester Credit Hours	6	Advertision	Concentration	
Year 2			Course	Concentration Title	Credits
Fall Semester			Year 1	ride	Credits
BDA 201	Introduction to Business Analytics	3	Fall Semest	or .	
CBA 236	Career Planning	3	CBA 110	Business in Action ¹	3
COM 290	Professional/Strategic Speech	3	CIS 185	Information Systems Essentials ¹	3
FIN 220	Introduction to Finance	3	CMP 120	Seminar in Writing and Rhetoric	3
MGT 201	Fund Management & Org Behavior	3	ECO 200	Principles of Macroeconomics	3
Marketing Ma		3	MSD 105	Quantitative Methods for Business ²	3
- Wartering Wa	Semester Credit Hours	18	100 100		15
JTerm	Jemester Orealt Flours	10	IT	Semester Credit Hours	15
Free Elective	1	3	JTerm	Florative 1	2
TICC LICCUIVE	Semester Credit Hours	3	Liberal Arts		3
Spring Semes		3	0	Semester Credit Hours	3
ACC 220	Managerial Uses of Accounting	3	Spring Sem		0
CBA 212	Business Communications	3	CMP 125	Seminar in Writing and Research	3
MKT 366	Marketing Research	3	ECO 201	Principles of Microeconomics	3
	•	3	MKT 200	Marketing Principles	3
Leadership El		3	MSD 205	Business Statistics	3
			Liberal Arts		3
Internationari	Business Elective	3		Semester Credit Hours	15
	Compostor Credit House		_		10
Cumman Cam	Semester Credit Hours	18	Summer Se	mester	
Summer Sem	ester	18	ACC 210	mester Introduction to Accounting	3
MSD 301	ester Operations Management	18		mester Introduction to Accounting Consumer Behavior	3
	ester Operations Management 2	18 3 3	ACC 210 MKT 320	mester Introduction to Accounting	3
MSD 301 Free Elective 2	ester Operations Management	18	ACC 210 MKT 320 Year 2	Introduction to Accounting Consumer Behavior Semester Credit Hours	3
MSD 301 Free Elective 2 Year 3	ester Operations Management 2 Semester Credit Hours	18 3 3	ACC 210 MKT 320 Year 2 Fall Semest	Introduction to Accounting Consumer Behavior Semester Credit Hours	3
MSD 301 Free Elective 2 Year 3 Fall Semester	Operations Management Semester Credit Hours	3 3 6	ACC 210 MKT 320 Year 2 Fall Semest BDA 201	Introduction to Accounting Consumer Behavior Semester Credit Hours er Introduction to Business Analytics	3
MSD 301 Free Elective 2 Year 3 Fall Semester BUS 300	Operations Management Semester Credit Hours The Legal and Ethical Environment of Business	3 3 6	ACC 210 MKT 320 Year 2 Fall Semest BDA 201 CBA 236	Introduction to Accounting Consumer Behavior Semester Credit Hours er Introduction to Business Analytics Career Planning	3 3 6
MSD 301 Free Elective 2 Year 3 Fall Semester BUS 300 CIS 385	Operations Management Semester Credit Hours The Legal and Ethical Environment of Business Management Information Systems	3 3 6	ACC 210 MKT 320 Year 2 Fall Semest BDA 201 CBA 236 COM 290	Introduction to Accounting Consumer Behavior Semester Credit Hours er Introduction to Business Analytics Career Planning Professional/Strategic Speech	3 3 6 3 3 3
MSD 301 Free Elective 2 Year 3 Fall Semester BUS 300	Operations Management Semester Credit Hours The Legal and Ethical Environment of Business Management Information Systems or Management Information Systems for	3 3 6	ACC 210 MKT 320 Year 2 Fall Semest BDA 201 CBA 236 COM 290 FIN 220	Introduction to Accounting Consumer Behavior Semester Credit Hours er Introduction to Business Analytics Career Planning Professional/Strategic Speech Introduction to Finance	3 6 3 3 3 3
MSD 301 Free Elective 2 Year 3 Fall Semester BUS 300 CIS 385 or GSC 385	Operations Management Semester Credit Hours The Legal and Ethical Environment of Business Management Information Systems or Management Information Systems for Global Supply Chain Management	3 3 6	ACC 210 MKT 320 Year 2 Fall Semest BDA 201 CBA 236 COM 290	Introduction to Accounting Consumer Behavior Semester Credit Hours er Introduction to Business Analytics Career Planning Professional/Strategic Speech Introduction to Finance Fund Management & Org Behavior	3 6 3 3 3 3 3
MSD 301 Free Elective 2 Year 3 Fall Semester BUS 300 CIS 385	Operations Management Semester Credit Hours The Legal and Ethical Environment of Business Management Information Systems or Management Information Systems for Global Supply Chain Management International Marketing	3 3 6	ACC 210 MKT 320 Year 2 Fall Semest BDA 201 CBA 236 COM 290 FIN 220	Introduction to Accounting Consumer Behavior Semester Credit Hours er Introduction to Business Analytics Career Planning Professional/Strategic Speech Introduction to Finance	3 6 3 3 3 3
MSD 301 Free Elective 2 Year 3 Fall Semester BUS 300 CIS 385 or GSC 385 MKT 330	Operations Management Semester Credit Hours The Legal and Ethical Environment of Business Management Information Systems or Management Information Systems for Global Supply Chain Management	3 3 6	ACC 210 MKT 320 Year 2 Fall Semest BDA 201 CBA 236 COM 290 FIN 220 MGT 201	Introduction to Accounting Consumer Behavior Semester Credit Hours er Introduction to Business Analytics Career Planning Professional/Strategic Speech Introduction to Finance Fund Management & Org Behavior	3 6 3 3 3 3 3
MSD 301 Free Elective 2 Year 3 Fall Semester BUS 300 CIS 385 or GSC 385 MKT 330 or	Semester Credit Hours The Legal and Ethical Environment of Business Management Information Systems or Management Information Systems for Global Supply Chain Management International Marketing or International Advertising	3 3 6	ACC 210 MKT 320 Year 2 Fall Semest BDA 201 CBA 236 COM 290 FIN 220 MGT 201	Introduction to Accounting Consumer Behavior Semester Credit Hours er Introduction to Business Analytics Career Planning Professional/Strategic Speech Introduction to Finance Fund Management & Org Behavior Advertising Principles	3 6 3 3 3 3 3 3
MSD 301 Free Elective 3 Year 3 Fall Semester BUS 300 CIS 385 or GSC 385 MKT 330 or MKT 369	Operations Management Semester Credit Hours The Legal and Ethical Environment of Business Management Information Systems or Management Information Systems for Global Supply Chain Management International Marketing or International Advertising	3 3 6 3 3 3	ACC 210 MKT 320 Year 2 Fall Semest BDA 201 CBA 236 COM 290 FIN 220 MGT 201 MKT 205	Introduction to Accounting Consumer Behavior Semester Credit Hours er Introduction to Business Analytics Career Planning Professional/Strategic Speech Introduction to Finance Fund Management & Org Behavior Advertising Principles Semester Credit Hours	3 6 3 3 3 3 3 3

18

Semester Credit Hours

ACC 22D Managerial Uses of Accounting 3 CMP 125 Seminar in Writing and Research 3 MKT 366 Marchefing Research 3 MKT 200 Marchefing Principles 3 MKT 375 Digital Advertising and Social Media 3 MKT 200 Marchefing Principles 3 Leadership Elective 3 Liberal Arts Elective 2 3 International Business Elective 18 Semester Credit Hours 15 Summer Semester 4 MKT 320 Consumer Delawior 6 Free Elective 2 3 MKT 320 Consumer Delawior 6 Free Elective 3 3 Semester Credit Hours 6 Year 2 Fall Semester Fall Semester 4 Year 2 Fall Semester 802 201 Introduction to Accounting 3 6 Spot Say Say on Management Information Systems for Credit Hours 3 Career Planning 3 Career Planning 3 MKT 200 Nemester Credit Hours 3 MKT 200 Professional/Strategic Speech 3 MKT 200 Professional/Strategic Speech	Spring Seme	ster		Spring Seme	ster	
CBA 212 Business Communications 3 ECO 201 Principles of Microeconomics 3 3 MKT 356 Digital Advertising and Social Media 3 MKT 205 Business Catellity 3 ILeadership Elective 3 MKT 305 Digital Advertising and Social Media 3 MKD 205 Business Statistics 13 ILeadership Elective 3 Use and Statistics 15 Semester Credit Hours 16 Semester Credit Hours 4 ACC 210 Introduction to Accounting 3 6 7 ACC 210 Introduction to Accounting 3 6 4 ACC 210 Introduction to Accounting 3 6 ACC 210 Introduction to Accounting 3 6 ACC 210 Introduction to Accounting 3 6 Vear 2 Year 2 Y			3			3
MKT 356	CBA 212		3	ECO 201	-	3
MAT 375	MKT 366	Marketing Research	3	MKT 200	Marketing Principles	
Indemantional Insurement information in June 1	MKT 375		3	MSD 205		3
Semester Credit Hours	Leadership E	•		Liberal Arts E	Elective 2	
Summer Semester Credit Hours Acc 210 Introduction to Accounting 3 Akm SD 301 Operations Management 3 MKT 320 Consumer Behavior 3 Free Elective 2 3 Semester Credit Hours 6 Year 3 Fall Semester Fall Semester 7 Fall Semester BMD 201 Introduction to Business Analytics 3 BUS 300 The Legal and Ethical Environment of Business of Global Supply Chain Management 3 CMD 202 Career Planning 3 CIS 388 Management Information Systems for Global Supply Chain Management 3 CMD 201 Introduction to Finance 3 COM 210 Digital Publication Design 3 CMD 201 Introduction of Finance 3 COM 212 Digital Publication Design 3 MKT 250 Professional/Strategic Speech 3 Liberal Arts Elective 3 Semester Credit Hours 3 MKT 250 Resister Credit Hours 3 Jerbeel Bective 4 Semester Credit Hours 3 AKT 250 Semester Credit Hours 3 MKT 435			3		Semester Credit Hours	
MSD 30		Semester Credit Hours		Summer Sen		
Free Elective 1 Semester Credit Hours 6 Year 3 Year 3 Fall Semester Gad 201 Introduction to Business Analytics 3 3 CMC 202 Career Planning 3 3 CMC 202 Professional/Strategic Speech 3 3 CMC 202 Professional/Strategic Speech 3 3 MKT 250 Introduction to Business Analytics 3 3 CMC 202 Professional/Strategic Speech 3 3 CMC 202 MKT 250 Ret Management to Marketing Management Semitar 3 MKT 250 Ret Alleing Management American Marketing Management American Marketing Management American Marketing Management Seminar 3 Pree Elective American Marketing Management	Summer Sen	nester		ACC 210	Introduction to Accounting	3
Semester Credit Hours 18 Jere Elective 4 Semester Credit Hours Semester Credit Hours Semester Credit Hours 18 Jere Elective 4 Semester Credit Hours	MSD 301	Operations Management	3	MKT 320	-	3
Fall seres Fall ser	Free Elective	2	3		Semester Credit Hours	6
Fall Semester BDA 201 Introduction to Business Analytics 3 3 CBA 236 Career Planning 3 5 7 4 2 3 7 2 5 1 4 3 3 1 1 1 1 1 1 1 1 1 1 1 1 1 2 1 1 2 2 2 2 2 2 2 2 2 2 2 2 3	-	Semester Credit Hours	6	Year 2		
BUS 300	Year 3			Fall Semeste	er	
BUS 300 The Legal and Ethical Environment of Business 3 CBA 236 Career Planning 3 CIS 385 Management Information Systems for of Global Supply Chain Management Information Systems for Global Supply Chain Management 7 MCT 220 Professional/Strategic Speech 3 MKT 369 International Advertising 3 MKT 250 Retailing Management 3 Liberal Arts Elective 4 3 MKT 250 resprice Metalting 3 Liberal Arts Elective 4 3 MKT 260 or Business Narketing 18 Semester Credit Hours 3 MKT 300 The Semester Credit Hours 18 Semester Credit Hours 3 MKT 301 Semester Credit Hours 18 Spring Semester Semester Credit Hours 3 MKT 300 Managerial Uses of Accounting 3 Spring Semester Semester Credit Hours 3 MKT 360 Managerial Uses of Accounting 3 Acc 220 Managerial Uses of Accounting 3 Acc 221 Business Communications 3 Free Elective 1 <td>Fall Semeste</td> <td>er</td> <td></td> <td>BDA 201</td> <td>Introduction to Business Analytics</td> <td>3</td>	Fall Semeste	er		BDA 201	Introduction to Business Analytics	3
CIS 385 Management Information Systems or GSC 385 or Management Information Systems for Global Supply Chain Management (Sobal Su	BUS 300	The Legal and Ethical Environment of Business	3	CBA 236	•	
or GSC 385 or Management Information Systems for Global Supply Chain Management 3 MGT 201 Finu Management & Org Behavior 3 COM 212 Digital Publication Design 3 MKT 359 International Advertising 3 MKT 250 Retailing Management & Org Behavior 3 Liberal Arts Elective 3 3 MKT 250 Retailing Management & Org Behavior 3 Liberal Arts Elective 4 3 or Semester Credit Hours 3 Time Semester Credit Hours 3 MKT 350 Semester Credit Hours 18 Spring Semester 3 JETem Semester Credit Hours 3 Semester Credit Hours 3 Spring Semester 3 Advertising Campaigns 3 Semester Credit Hours 3 Spring Semester 3 ACC 220 Managerial Uses of Accounting 3 MKT 450 Marketing Management Seminar 3 MKT 366 Marketing Research 3 Free Elective 1 3 MKT 365 Minish Advertising and Social Media 3	CIS 385	-	3	COM 290	Professional/Strategic Speech	3
COM 212 Digital Publication Design 3 MKT 250 Retailing Management or Service Marketing 3 or Service Marketing 4 or Service Marketing Service Marke	or GSC 38	5 or Management Information Systems for		FIN 220	Introduction to Finance	
COM 212 Digital Publication Design 3 or or Service Marketing 3 or Or MKT 260 or Business to Business Marketing 3 or MKT 260 or Business to Business Marketing 3 or MKT 360 or Business to Business Marketing 18 or MKT 360 or Business to Business Marketing 18 or MKT 360 or MARketing Management Seminar 3 or Semester Credit Hours 3 or MKT 360 or Marketing Research 3 or MKT 360 or Mar		Global Supply Chain Management		MGT 201	Fund Management & Org Behavior	3
MKT 39	COM 212	Digital Publication Design	3	MKT 250		
Liberal Arts Elective 4 3 mKT 310 MKT 310 MKT 310 MKT 310 MKT 310 18 MKT 310 MKT 310 MKT 310 18 MKT 310 18 MKT 310 18 MKT 361 MKT 361 MKT 362 Managerial Uses of Accounting 3 3 3 3 3 3 4CC 220 Managerial Uses of Accounting 3 3 3 3 4CC 220 Managerial Uses of Accounting 3 3 3 3 3 4CC 220 Managerial Uses of Accounting 3 3 3 3 4CC 220 Managerial Uses of Accounting 3 3 3 3 4CC 220 Managerial Uses of Accounting 3 3 3 3 4CC 220 Managerial Uses of Accounting 3 3 3 3 4CC 220 Managerial Uses of Accounting 3 3 4CC 220 Managerial Uses of Accounting 3 3 4CC 220 Managerial Uses of Accounting 3 4CC 220 Mark 3106 MKT 330 Digital Customate 3 4CT 240 4CT 240 4CT 240	MKT 369	International Advertising	3	or		
Semester Credit Hours	Liberal Arts E	Elective 3		MKT 260	or Business to Business Marketing	
Semination Se	Liberal Arts E	Elective 4	3			
Semester Credit Hours Sem		Semester Credit Hours	18	MKI 310	0	
Semester Credit Hours Sem	JTerm			_	Semester Credit Hours	18
Semester Credit Hours Semester Credit Hours 3 Spring Semester Spring Semester 3 BUS 400 Strategic Management and Policy 3 Acc 220 Managerial Uses of Accounting 3 MKT 430 Marketing Management Seminar 3 CBA 212 Business Communications 3 Free Elective 1 3 AKT 366 Marketing Research 3 Free Elective 5 3 MKT 375 Digital Advertising and Social Media 3 Free Elective 5 3 AKT 375 Digital Advertising and Social Media 3 Free Elective 5 4 Ceadership Elective 3 Semester Credit Hours for Graduation 120 Semester Credit Hours 3 Business Credit Hours for Graduation 120 Semester Credit Hours 3 Summer Semester Credit Hours 3 Summer Semester Credit Hours 3 Pring Ital Concerts at 100 (where COM 212 is selected) Credits Year 3 Semester Credit Hours 3 Bull Semester Semester Credit Hours 3 Semester Credit Hours <t< td=""><td>Free Elective</td><td>3</td><td>3</td><td></td><td>_</td><td></td></t<>	Free Elective	3	3		_	
Spring Semester Spring Semester BUS 400 Strategic Management and Policy 3 MKT 35 Advertising Campaigns 3 MKT 460 Marketing Management Seminar 3 Free Elective 4 3 MKT 366 Marketing Research 3 Free Elective 5 3 MKT 375 Digital Advertising and Social Media 3 Semester Credit Hours for Graduation 120 Semester Credit Hours 3 Digital Concentration (where COM 212 is selected) Credits Semester Credit Hours 3 Course Title Teal Semester Title Credits Teal Semester Year 3 Semester Credit Hours 3 CBA 110 Business in Action 1 3 CIS 385 Management Information Systems Groglobal Supply Chain Management Information Systems or Global Supply Chain Management Information Systems for Global Supply Chain Management 3 CMP 120 Seminar in Writing and Rhetoric Seminar in Writing and Rhetoric Global Supply Chain Management Information Advertising 3 MSD 105 Quantitative Methods for Business 2 3 MKT 360 MKT 360 MKT 360 MKT 360 International Marketing 3		Semester Credit Hours	3	Free Elective		
MKT 435	Spring Seme	ster				3
MKT 460	BUS 400	Strategic Management and Policy	3			
MKT 366 Marketing Research 3	MKT 435	Advertising Campaigns	3			
Free Elective 4 MKT 375 Digital Advertising and Social Media 3 Leadership Elective 3 Total Credit Hours for Graduation 120 Semester Credit Hours 18 Summer Semester MSD 301 Operations Management 3 Free Elective 2 3 Semester Credit Hours 6 Vear 3 Fall Semester Fall Semester BUS 300 The Legal and Ethical Environment of Business 3 CIS 385 Management Information Systems 3 CIS 385 Management Information Systems for Global Supply Chain Management CIS 385 Management Informational Marketing 3 MKT 330 International Marketing 3 MKT 330 International Marketing 3 MKT 330 International Marketing 3	MKT 460	Marketing Management Seminar	3			
Leadership Elective 3 Semester Credit Hours 15 Total Credit Hours for Graduation 120 Semester Credit Hours 3 International Business Elective 3 Semester Credit Hours 5 Seme	Free Elective	4				
Total Credit Hours for Graduation Total Credit Hours Total Credi	Free Elective	5	3			
Semester Credit Hours for Graduation 120 Semester Credit Hours 18		Semester Credit Hours	15			
Summer Semester MSD 301 Operations Management 3 Free Elective 2 3 Digital Concentration (where COM 212 is selected) Course Title Credits Year 1 Fall Semester CBA 110 Business in Action 1 CBA 110 Business in Action 1 CMP 120 Seminar in Writing and Rhetoric 3 ECO 200 Principles of Macroeconomics MSD 105 Quantitative Methods for Business 2 Semester Credit Hours 3 MSD 105 Quantitative Methods for Business 2 Semester Credit Hours 3 Semester Credit Hours 3 COM 212 Digital Publication Design 3 Liberal Arts Elective 3 Liberal Arts Elective 4 Semester Credit Hours 3 Semester Credit Hours 3 ABD 105 Quantitative Methods for Business 2 Liberal Arts Elective 4 Semester Credit Hours 3 ABD 105 Quantitative Methods for Business 2 Liberal Arts Elective 3 Liberal Arts Elective 4 Semester Credit Hours 3 ABD 105 Quantitative Methods for Business 3 Liberal Arts Elective 4 ABD 107 Quantitative Methods for Business 3 Liberal Arts Elective 4 ABD 107 Quantitative Methods for Business 3 Liberal Arts Elective 4 ABD 108 Quantitative Methods for Business 3 Liberal Arts Elective 4 ABD 107 Quantitative Methods for Business 3 Liberal Arts Elective 4 ABD 108 Quantitative Methods for Business 3 ABD 108 Quantitative Methods for Business 3 Liberal Arts Elective 4 ABD 108 Quantitative Methods for Business 3 A		Total Credit Hours for Graduation	120	International		
MSD 301 Operations Management 3 Free Elective 2 3 Digital Concentration (where COM 212 is selected) Course Title Credits Year 1 Fall Semester CBA 110 Business in Action 1 3 CIS 185 Information Systems Essentials 1 3 CMP 120 Seminar in Writing and Rhetoric 3 ECO 200 Principles of Macroeconomics 3 MSD 105 Quantitative Methods for Business 2 3 JTerm MSD 301 Operations Management 1 Semester Credit Hours 2 Semester Credit Hours 5 Semester Credit Hours 5 Semester Credit Hours 6 Semester Credit Hours 7 Semester Credit Hours 3 MKT 330 International Marketing 3 or or International Marketing 3 MKT 369 Semester Credit Hours 15 COM 212 Digital Publication Design 3 Liberal Arts Elective 3 Liberal Arts Elective 4						18
Free Elective 2 3 Digital Concentration (where COM 212 is selected) Course Title Title Credits Year 1 Fall Semester CBA 110 Business in Action 1 3 CIS 385 Management Information Systems 3 CIS 185 Information Systems Essentials 1 3 CIS 385 Management Information Systems for Global Supply Chain Management CMP 120 Seminar in Writing and Rhetoric 3 ECO 200 Principles of Macroeconomics 3 MSD 105 Quantitative Methods for Business 2 3 MKT 330 International Marketing 3 Semester Credit Hours 3 MKT 369 Semester Credit Hours 15 COM 212 Digital Publication Design 3 JTerm Liberal Arts Elective 3 3 Liberal Arts Elective 4 3						
Digital Concentration (where COM 212 is selected) Course Title Year 1 Fall Semester CBA 110 Business in Action 1 CIS 185 Information Systems Essentials 1 CMP 120 Seminar in Writing and Rhetoric ECO 200 Principles of Macroeconomics MSD 105 Quantitative Methods for Business 2 Semester Credit Hours Semester Credit Hours Fall Semester BUS 300 The Legal and Ethical Environment of Business 3 CIS 385 Management Information Systems or Management Information Systems for Global Supply Chain Management MKT 330 International Marketing 3 MKT 330 International Marketing 3 MKT 369 Semester Credit Hours 1 Liberal Arts Elective 3 Liberal Arts Elective 4 Semester Credit Hours 3 Liberal Arts Elective 4					-	
Digital Concentration (where COM 212 is selected) Course Title Year 3 Year 1 Fall Semester BUS 300 The Legal and Ethical Environment of Business 3 CBA 110 Business in Action 1 3 CIS 385 Management Information Systems 3 CIS 185 Information Systems Essentials 1 3 CIS 385 Management Information Systems for Global Supply Chain Management 3 CMP 120 Seminar in Writing and Rhetoric 3 MKT 330 International Marketing 3 MSD 105 Quantitative Methods for Business 2 3 MKT 369 Semester Credit Hours 15 COM 212 Digital Publication Design 3 JTerm Liberal Arts Elective 3 3 Liberal Arts Elective 4 3				Free Elective		
Course Vear 1Fall SemesterFall SemesterFall SemesterCBA 110Business in Action 13CBA 110Business in Action 13CIS 185Information Systems Essentials 13CMP 120Seminar in Writing and Rhetoric3MKT 330International Marketing3ECO 200Principles of Macroeconomics3MKT 330International Marketing3MKT 369COM 212Digital Publication Design3JTermLiberal Arts Elective 3Liberal Arts Elective 43Liberal Arts Elective 43	Digital Conce	ntration (where COM 212 is selected)		V 0	Semester Credit Hours	6
Fall Semester CBA 110 Business in Action 1 CIS 185 Information Systems Essentials 1 CMP 120 Seminar in Writing and Rhetoric 3 ECO 200 Principles of Macroeconomics 3 MSD 105 Quantitative Methods for Business 2 Semester Credit Hours 15 JTerm BUS 300 The Legal and Ethical Environment of Business 3 CIS 385 Management Information Systems or Global Supply Chain Management MKT 330 International Marketing or or International Advertising MKT 369 COM 212 Digital Publication Design 3 Liberal Arts Elective 3 Liberal Arts Elective 4 BUS 300 The Legal and Ethical Environment of Business 3 CIS 385 Management Information Systems for Global Supply Chain Management MKT 330 International Marketing or International Advertising MKT 369 COM 212 Digital Publication Design 3 Liberal Arts Elective 3 Liberal Arts Elective 4	Course	Title	Credits			
CIS 385 Management Information Systems 3 or GSC 385 or Management Information Systems for Global Supply Chain Management CMP 120 Seminar in Writing and Rhetoric 3 ECO 200 Principles of Macroeconomics 3 or or International Advertising MSD 105 Quantitative Methods for Business 2 3 MKT 369 Semester Credit Hours 15 COM 212 Digital Publication Design 3 Liberal Arts Elective 3 Liberal Arts Elective 4 3	Year 1					0
CIS 185 Information Systems Essentials ¹ 3 or GSC 385 or Management Information Systems for Global Supply Chain Management CMP 120 Seminar in Writing and Rhetoric 3 MKT 330 International Marketing 3 or or International Advertising MSD 105 Quantitative Methods for Business ² 3 MKT 369 Semester Credit Hours 15 COM 212 Digital Publication Design 3 Liberal Arts Elective 3 Liberal Arts Elective 4 3	Fall Semeste	-			-	
CIS 185 Information Systems Essentials 3 Global Supply Chain Management CMP 120 Seminar in Writing and Rhetoric 3 MKT 330 International Marketing 3 ECO 200 Principles of Macroeconomics 3 or or International Advertising MSD 105 Quantitative Methods for Business 2 3 MKT 369 Semester Credit Hours 15 COM 212 Digital Publication Design 3 Liberal Arts Elective 3 3 Liberal Arts Elective 4 3	CBA 110	Business in Action ¹	3		,	3
CMP 120 Seminar in Writing and Rhetoric 3 ECO 200 Principles of Macroeconomics 3 or or International Marketing or or International Advertising MSD 105 Quantitative Methods for Business 2 3 Semester Credit Hours 15 COM 212 Digital Publication Design 3 Liberal Arts Elective 3 3 Liberal Arts Elective 4 3	CIS 185	Information Systems Essentials ¹	3	01 030 30	, ,	
ECO 200 Principles of Macroeconomics 3 or or International Advertising MSD 105 Quantitative Methods for Business 2 3 MKT 369 Semester Credit Hours 15 COM 212 Digital Publication Design 3 JTerm Liberal Arts Elective 3 3 Liberal Arts Elective 4 3	CMP 120	Seminar in Writing and Rhetoric	3	MKT 330		3
MSD 105 Quantitative Methods for Business 2 3 MKT 369 Semester Credit Hours 15 COM 212 Digital Publication Design 3 JTerm Liberal Arts Elective 3 3 Liberal Arts Elective 4 3	ECO 200		3		<u> </u>	,
JTermLiberal Arts Elective 33Liberal Arts Elective 13Liberal Arts Elective 43	MSD 105	Quantitative Methods for Business ²	3	MKT 369	-	
Liberal Arts Elective 1 3 Liberal Arts Elective 4 3		Semester Credit Hours	15	COM 212	Digital Publication Design	3
<u> </u>	JTerm			Liberal Arts E	Elective 3	3
Semester Credit Hours 3	Liberal Arts E	Elective 1	3	Liberal Arts E	Elective 4	3
		Semester Credit Hours	3			

JTerm			JTerm		
Free Elective	3	3	Free Elective	21	3
	Semester Credit Hours	3		Semester Credit Hours	3
Spring Seme	ster		Spring Seme	ester	
BUS 400	Strategic Management and Policy	3	ACC 220	Managerial Uses of Accounting	3
MKT 367	Marketing Web Analytics	3	CBA 212	Business Communications	3
MKT 460	Marketing Management Seminar	3	MKT 366	Marketing Research	3
Free Elective	4	3	MKT 375	Digital Advertising and Social Media	3
Free Elective	5	3	Internationa	l Business Elective	3
	Semester Credit Hours	15	Leadership E	Elective	3
	Total Credit Hours for Graduation	120		Semester Credit Hours	18
			Summer Ser	mester	
			MSD 301	Operations Management	3
Digital Conce	ntration (where BDA 205 is selected)		Free Elective	2	3
Course	Title	Credits		Semester Credit Hours	6
Year 1			Year 3		
Fall Semeste	r		Fall Semeste	er	
CBA 110	Business in Action ¹	3	BUS 300	The Legal and Ethical Environment of Business	3
CIS 185	Information Systems Essentials ¹	3	CIS 385	Management Information Systems	3
CMP 120	Seminar in Writing and Rhetoric	3	or GSC 38		
ECO 200	Principles of Macroeconomics	3	MI/T 000	Global Supply Chain Management	0
MSD 105	Quantitative Methods for Business ²	3	MKT 330 or	International Marketing or International Advertising	3
	Semester Credit Hours	15	MKT 369	of international Advertising	
JTerm			BDA 205	Introduction to Visual Data Analytics	3
Liberal Arts E	Elective 1	3	Liberal Arts	-	3
	Semester Credit Hours	3	Liberal Arts		3
Spring Seme	ster		2.00.017.110	Semester Credit Hours	18
CMP 125	Seminar in Writing and Research	3	JTerm		
ECO 201	Principles of Microeconomics	3	Free Elective	3	3
MKT 200	Marketing Principles	3		Semester Credit Hours	3
MSD 205	Business Statistics	3	Spring Seme		Ū
Liberal Arts E	Elective 2	3	BUS 400	Strategic Management and Policy	3
	Semester Credit Hours	15	MKT 367	Marketing Web Analytics	3
Summer Sem	nester		MKT 460	Marketing Management Seminar	3
ACC 210	Introduction to Accounting	3	Free Elective		3
MKT 320	Consumer Behavior	3	Free Elective		3
	Semester Credit Hours	6	TICC LICOTIVE	Semester Credit Hours	15
Year 2				Total Credit Hours for Graduation	120
Fall Semeste	r			Total Credit Hours for Graduation	120
BDA 201	Introduction to Business Analytics	3			
CBA 236	Career Planning	3		151	
COM 290	Professional/Strategic Speech	3		and Pharmaceutical Concentration	م الله
FIN 220	Introduction to Finance	3	Course	Title	Credits
MGT 201	Fund Management & Org Behavior	3	Year 1		
MKT 250	Retailing Management	3	Fall Semeste	er Business in Action ¹	_
or	or Service Marketing		CBA 110		3
MKT 260	or Business to Business Marketing		CIS 185	Information Systems Essentials	3
or			CMP 120	Seminar in Writing and Rhetoric	3
MKT 310			ECO 200	Principles of Macroeconomics	3
	Semester Credit Hours	18	MSD 105	Quantitative Methods for Business ²	3
				Semester Credit Hours	15

JTerm			JTerm		
Liberal Arts Ele	ective 1	3 Free Elective 4		2 4	3
	Semester Credit Hours	3		Semester Credit Hours	3
Spring Semest	ter		Spring Seme	ester	
CMP 125	Seminar in Writing and Research	3	BUS 400	Strategic Management and Policy	3
ECO 201	Principles of Microeconomics	3	HTH 205	Introduction to Health Care	3
MKT 200	Marketing Principles	3	or BUS 31	5 or Health Care Law, Ethics & Policy	
MSD 205	Business Statistics	3	MKT 380	Health Care Marketing	3
Liberal Arts Ele	ective 2	3	MKT 460	Marketing Management Seminar	3
	Semester Credit Hours	15	Free Elective		3
Summer Seme	ester			Semester Credit Hours	15
ACC 210	Introduction to Accounting	3		Total Credit Hours for Graduation	120
MKT 320	Consumer Behavior	3			
	Semester Credit Hours	6			
Year 2			Professional	Selling Concentration	_
Fall Semester			Course	Title	Credits
BDA 201	Introduction to Business Analytics	3	Year 1		
CBA 236	Career Planning	3	Fall Semeste	er	
COM 290	Professional/Strategic Speech	3	CBA 110	Business in Action ¹	3
FIN 220	Introduction to Finance	3	CIS 185	Information Systems Essentials ¹	3
MGT 201	Fund Management & Org Behavior	3	CMP 120	Seminar in Writing and Rhetoric	3
MKT 345	Customer Focus	3	ECO 200	Principles of Macroeconomics	3
or	or Business to Business Marketing		MSD 105	Quantitative Methods for Business ²	3
MKT 310				Semester Credit Hours	15
	Semester Credit Hours	18	JTerm		
JTerm			Liberal Arts I	Elective 1	3
Free Elective 1		3		Semester Credit Hours	3
	Semester Credit Hours	3	Spring Seme	ester	
Spring Semest			CMP 125	Seminar in Writing and Research	3
ACC 220	Managerial Uses of Accounting	3	ECO 201	Principles of Microeconomics	3
CBA 212	Business Communications	3	MKT 200	Marketing Principles	3
MKT 366	Marketing Research	3	MSD 205	Business Statistics	3
Leadership Ele		3	Liberal Arts I	Elective 2	3
Liberal Arts Ele		3		Semester Credit Hours	15
International E	Business Elective	3	Summer Ser	mester	
	Semester Credit Hours	18	ACC 210	Introduction to Accounting	3
Summer Seme			MKT 320	Consumer Behavior	3
MSD 301	Operations Management	3		Semester Credit Hours	6
Free Elective 2		3	Year 2		
	Semester Credit Hours	6	Fall Semeste	er	
Year 3			BDA 201	Introduction to Business Analytics	3
Fall Semester			CBA 236	Career Planning	3
BUS 300	The Legal and Ethical Environment of Business	3	COM 290	Professional/Strategic Speech	3
CIS 385	Management Information Systems	3	FIN 220	Introduction to Finance	3
or GSC 385	or Management Information Systems for Global Supply Chain Management		MGT 201	Fund Management & Org Behavior	3
MKT 330	International Marketing	3	MKT 250	Retailing Management	3
or	or International Advertising	3	or	or Service Marketing	
MKT 369			MKT 260	or Business to Business Marketing	
MKT 340	Personal Selling	3	or MKT 310		
Liberal Arts Ele	-	3	IVIICI SIU	Semester Credit Hours	18
Free Elective 3	3	3		Geniestei Greuit Muuis	10
	Semester Credit Hours	18			

JTerm Free Elective 1 3 3 Semester Credit Hours **Spring Semester** ACC 220 Managerial Uses of Accounting 3 **CBA 212 Business Communications** 3 **MKT 366** Marketing Research 3 Leadership Elective 3 3 Liberal Arts Elective 3 3 International Business Elective 18 Semester Credit Hours **Summer Semester Operations Management** MSD 301 3 Free Elective 2 3 Semester Credit Hours 6 Year 3 **Fall Semester** 3 **BUS 300** The Legal and Ethical Environment of Business 3 **CIS 385** Management Information Systems or GSC 385 or Management Information Systems for **Global Supply Chain Management** MGT 346 3 Negotiation **MKT 330** International Marketing 3 or International Advertising or **MKT 369 MKT 340** Personal Selling 3 3 Liberal Arts Elective 4 Semester Credit Hours 18 **JTerm** Free Elective 3 3 3 Semester Credit Hours Spring Semester **BUS 400** Strategic Management and Policy 3 **MKT 440** Sales Management 3 3 **MKT 460** Marketing Management Seminar Free Elective 4 3 3 Free Elective 5 **Semester Credit Hours** 15 120 **Total Credit Hours for Graduation**

- ¹ CIS 185 Information Systems Essentials and CBA 110 Business in Action may be taken in the Fall or Spring of Year 1.
- Students may be required to take MSD 104 Intro to Quantitative Methods based on placement. MSD 104 counts as a 3-credit Free Elective.

Additional Notes:

- The above plans assume no AP or other credits were transferred into Rider University.
- · Business Honors students may have a different sequence.
- For the Leadership Elective, select from LDP 398 Co-op Experience Seminar, LDP 200 Foundations of Leadership, LDP 220 Service

- Learning, MGT 355 Team Management, or MGT 363 Management Skills.
- Students must take four liberal arts electives; 3 credits must be in Natural Science, 3 credits must be in Social Science, 3 credits must be in Humanities, and 3 credits may be from any other course offered by the College of Arts and Sciences.
- Students are required to complete 6 credits of International Business electives. Marketing majors may only count 3 credits of International Business electives in their major.
- Students are strongly suggested to complete a credit-bearing experiential course (e.g., internship, co-op, study tour, study abroad, ENT 448 Seminar in Small Business Consulting, or ECO 450 Seminar in Economic Research.)

Courses and Descriptions

MKT 200 Marketing Principles 3 Credits

This course examines market characteristics, consumer buying habits and motives, and functions of marketing within the framework of the strategic marketing planning process. Concepts and current practices in product development, pricing, promotion, distribution, and international marketing are studied.

Prerequisite(s): 15 credits.

MKT 205 Advertising Principles 3 Credits

Basic theory, functions, principles, and applications of advertising are the focus of this course. The relation of advertising to our economy, the advertising department and the ad agency, selection of media, advertising practices, and the use of research to improve advertising techniques are covered.

Prerequisite: MKT 200.

MKT 250 Retailing Management 3 Credits

The principles underlying successful retailing are analyzed within the framework of the strategic-planning process. Topics covered include location, merchandise planning, customer service, image, atmosphere, layout, pricing, promotion, personnel and operations management.

Prerequisite(s): MKT 200.

MKT 260 Service Marketing 3 Credits

Focuses on the unique challenges of managing services and delivering quality service to customers. Emphasis is placed on the total organization, and how effective marketing and customer focus must be coordinated across multiple functions. The course is applicable to service organizations and to organizations that depend on service excellence for competitive advantage. Topics include customer-focused management, and customer satisfaction, retention, lifetime value and profitability. Students will learn to map services, understand customer expectations, and develop relationship marketing strategies.

Prerequisite(s): MKT 200.

MKT 280 Sports Marketing 3 Credits

The course focuses on the unique challenges of marketing sports at a variety of levels: youth, college, professional, and international. The challenges of attracting and retaining fans and participants as well as of building and maintaining strong brand identity are at the heart of the course content. By evaluating case studies and examining current issues in sports marketing, students will gain an understanding of what it means to be a professional marketer of a sports organization and/or event.

Prerequisite(s): MKT 200.

MKT 310 Business to Business Marketing 3 Credits

This course examines the business-to-business marketplace, and the planning and control tools used by its entities in managing the product, pricing, promotion, channel and supply chain management strategies.

Prerequisite(s): MKT 200; junior & senior standing.

MKT 316 Hospitality and Tourism Marketing 3 Credits

The Hospitality and Tourism Marketing course explores the diverse challenges and issues facing managers tasked with marketing hospitality and tourism organizations and destinations. Issues of identifying and developing strategic opportunities, creating and delivering value to customers, and managing the marketing function will be examined as they relate to a range of organizations within the hospitality and tourism industry. By evaluating case studies and examining current issues facing the industry, students will be better prepared to function as professionals in this industry who can analyze marketing opportunities and develop marketing strategies that deliver value to both the organization and its customers. Pre-requisite(s): MKT 200.

MKT 320 Consumer Behavior 3 Credits

The nature and determinants of consumer behavior are studied, with attention given to the influence of socio-psychological factors such as personality, small groups, demographic variables, social class, and culture on the formation of consumer attitudes, consumption patterns, and purchasing behavior.

Prerequisite(s): MKT 200.

MKT 330 International Marketing 3 Credits

This course examines the global marketplace and the complexities of its environmental influences, and necessary adaptations in formulating the strategies for product, pricing, promotion, channel and supply chain management.

Prerequisite(s): MKT 200; 30 credits completed.

MKT 340 Personal Selling 3 Credits

Examines persuasive techniques utilized in sales presentations conducted on a person-to-person basis. Major course emphasis is on developing effective selling techniques; understanding the company, its products and the role of the salesperson in implementing product/market strategies; understanding the customers and the selling environment; application of effective sales presentation techniques; recognizing selling opportunities and careers.

Prerequisite(s): MKT 200; 30 credits completed.

MKT 345 Customer Focus 3 Credits

Marketing supply chain management programs are concerned with the creation and delivery of value to customer and organizations. No longer simply the domain of the warehouse manager or logistics director, supply chain management is viewed by most companies as a mission-critical element. Marketing focuses on developing an understanding of customers and markets, creating products and services based on that understanding, and communicating and delivering the value added. This course will teach the student the essential role of marketing in all aspects of successful supply chain management - relationship management, technological and financial - and it will help the student understand the structure, functions, principles and methods employed in discovering and translating consumer needs and wants into product and service specifications and then transferring these goods and services from producers to consumers or end users.

Prerequisite(s): MKT 200; junior & senior standing.

MKT 350 Retailing Management 3 Credits

The principles underlying successful retailing are analyzed within the framework of the strategic-planning process. Topics covered include location, merchandise planning, customer service, image, atmosphere, layout, pricing, promotion, personnel and operations management. **Prerequisite(s)**: MKT 200; junior & senior standing.

MKT 366 Marketing Research 3 Credits

Topics include specific research procedures in gathering, processing, analyzing, and presenting information relevant to marketing problems: advertising planning and effectiveness; product development; distribution channels; sales techniques; consumer behavior; and forecasting. Student learning about research planning, implementation, and interpretation is facilitated by the use of projects or cases.

Prerequisite(s): MKT 200 and MSD 205; junior standing.

MKT 367 Marketing Web Analytics 3 Credits

This course teaches web analytics through practical applications with a focus on deriving actionable insights. It provides a broad overview of key web analytics strategies, concepts, issues, challenges and tools. Topics covered include: • How to choose a web analytics tool • Metrics and key performance indicators • Best ways to analyze effectiveness of blogs, marketing campaigns, SEO, SEM and emails • How to utilize quantitative, qualitative and competitive tools to derive actionable insights • How to optimize web sites by incorporating testing and experimentation • Analytics in social, mobile and video • Best practices and pitfalls in web analytics.

Prerequisite(s): MKT 200; junior or senior standing.

MKT 369 International Advertising 3 Credits

This course introduces students to the general landscape of international advertising with emphasis on understanding the opportunities and challenges entailed in international advertising management. The course will cover the subject from three aspects, including the international advertising environment, the international advertising industry, and international advertising strategies.

Prerequisite: MKT 200; 30 credits completed.

MKT 370 Internet Marketing 3 Credits

This course emphasizes the discipline of internet marketing, including practices of leading online marketing companies, state of the art online research and demonstrates how the Internet is creating value for customers and profits for businesses while also fitting into a firm's complete marketing strategy. This course will provide a strategic and tactical toolkit for the online marketer, help students understand how and why the Internet is changing traditional marketing and allow students to develop the skills, strategies and tactics important to develop successful Internet marketing plans.

Prerequisite(s): MKT 200 and CIS 185; junior & senior standing.

MKT 375 Digital Advertising and Social Media 3 Credits

This course surveys the concepts, principles, practices and industry standards of digital advertising, including standard display and rich media advertising, search advertising, email advertising, game advertising, and mobile advertising. It also introduces the strategies and tactics in social media marketing. The course emphasizes a strategic, holistic view of digital advertising and social media as marketing communication tools that are situated in the marketing strategic framework and employed to engage consumers in community building. Prerequisite(s): MKT 200; junior & senior standing.

MKT 380 Health Care Marketing 3 Credits

The purpose of this course is to introduce students to the role, functions and tasks of healthcare marketing. Attention is devoted to applying basic marketing principles to the healthcare sector. Marketing decision making and analysis will be emphasized through the use of cases and current readings that focus on a variety of healthcare organizations, including hospitals, assisted living facilities, MCOs, and pharmaceutical companies.

Prerequisite(s): MKT 200; junior & senior standing.

MKT 435 Advertising Campaigns 3 Credits

This capstone course for advertising majors provides an opportunity for students to plan comprehensive advertising campaigns. Coverage includes segmentation research, creative development of the campaign, media planning, and determining advertising effectiveness. Integration of advertising into the marketing program will be emphasized.

Prerequisite(s): MKT 205 + additional 9 credits from the Marketing courses for the Advertising Concentration; senior standing.

MKT 440 Sales Management 3 Credits

By means of lectures, discussions, and case studies, the field of marketing management is analyzed from the viewpoint of sales executives. The responsibilities for planning and administering personal selling operations are emphasized. Considerable attention is given to other activities for which sales executives may be wholly or jointly responsible, such as decision making on promotion and brand management.

Prerequisite(s): MKT 200 and senior standing.

MKT 444 Special Topics in Marketing 3 Credits

The study of a topic (or combination of topics) that represents some dimension of marketing or has important and direct implications for marketing management. Theoretical foundations, as well as special applications of marketing decision-making, may be explored. Readings, research, lectures, discussions, or other appropriate methods are employed to stimulate student learning.

Prerequisite(s): MKT 200; any additional prereqs requested by the instructor.

MKT 460 Marketing Management Seminar 3 Credits

This capstone course for marketing majors employs a top management approach to the overall marketing task, including planning, organizing, controlling, and integrating all the activities of the marketing program. Integration of marketing with other operations of the business unit is emphasized. Major problems and current trends are identified and analyzed through case discussion. Required for marketing majors.

Prerequisite(s): 15 Marketing credits, senior standing.

MKT 469 Selected Topics in Marketing 3 Credits

The study of a topic (or combination of topics) that represents some dimension of marketing or has important and direct implications for marketing management. Theoretical foundations as well as special applications of marketing decision making may be explored. Readings, research, lectures, discussions, or other appropriate methods are employed to stimulate student learning.

Prerequisite(s): MKT 200 and senior standing.

MKT 490 Independent Research and Study 1-4 Credits

Topic to be approved by the professor and chairperson. Available for juniors and seniors. No more than 12 credits allowed toward graduation, which may be counted as a business or free elective.

MKT 491 Internship-Based Indep Study 3 Credits

Provides the student an opportunity to supplement and apply classroom work in supervised employment with participating marketing and advertising firms. Requirements include a journal with a log of daily activities, and a project or term paper presented to and evaluated by the internship sponsor. Evaluation will also include a report by the company on the intern's performance. Credits may be used to satisfy business or free elective requirements.

Prerequisite(s): permission of instructor.