

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 non-profit and public or private organizations marketing goods or services to consumers, businesses or other organizations.

Degree Offered

- B.S.B.A. in Marketing

Contact

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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-minors-certificates/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/film-media-studies/>)
- Entrepreneurial Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurial-studies/>)
- Graphic Design (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/graphic-design/>)
- Journalism (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/journalism/>)
- Public Relations (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/public-relations/>)
- Web Design (<http://catalog.rider.edu/undergraduate/colleges-schools/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

¹ 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.

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

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)

Code	Title	Credits
MKT 205	Advertising Principles	3
MKT 320	Consumer Behavior	3
MKT 366	Marketing Research	3
MKT 369 or MKT 330	International Advertising International Marketing	3
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	3
MKT 250 or MKT 260 or MKT 310	Retailing Management Service Marketing Business to Business Marketing	3
MKT 320	Consumer Behavior	3
MKT 330 or MKT 369	International Marketing International Advertising	3
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

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.

Professional Selling Track

(24 credits)

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

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

Health Care and Pharmaceutical Marketing Track

(24 credits)

Code	Title	Credits
MKT 320	Consumer Behavior	3
MKT 330 or MKT 369	International Marketing International Advertising	3
MKT 340	Personal Selling	3
MKT 345/GSC 345 or MKT 310	Customer Focus ¹ Business to Business Marketing	3
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

¹ 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		
MKT 340	Personal Selling	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	
Total Credits		12

Marketing Majors

Code	Title	Credits
Required Courses		
FIN 305	Personal Financial Planning	3
FIN 307	Financial Markets & Institutions	3
FIN 312	Investments	3
Elective Courses		
Select one of the 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:

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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 General Concentration

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
MSD 105	Quantitative Methods for Business ²	3
Liberal Arts Elective 1		3
Semester Credit Hours		15
Spring Semester		
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 Elective 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 320	Consumer Behavior	3
Semester Credit Hours		15
Spring Semester		
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 Major 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 Elective		3
Free Elective 1		3
Semester Credit Hours		15
Spring Semester		
CIS 385	Management Information Systems	3
MSD 301	Operations Management	3
MKT 366	Marketing Research	3
Marketing Major Elective 2		3
Liberal Arts Elective 3		3
Semester Credit Hours		15
Year 4		
Fall Semester		
Marketing Major Elective 3		3

International Business Elective	3
Liberal Arts Elective 4	3
Free Elective 2	3
Free Elective 3	3
Semester Credit Hours	15
Spring Semester	
BUS 400 Strategic Management and Policy	3
MKT 460 Marketing Management Seminar	3
Marketing Major Elective 4	3
Free Elective 4	3
Free Elective 5	3
Semester Credit Hours	15
Total Credit Hours for Graduation	120

Advertising Concentration

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
MSD 105	Quantitative Methods for Business ²	3
Liberal Arts Elective 1		3
Semester Credit Hours		15
Spring Semester		
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 Elective 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 205	Advertising Principles	3
Semester Credit Hours		15
Spring Semester		
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		
BUS 300	The Legal and Ethical Environment of Business	3
COM 212	Digital Publication Design	3
FIN 220	Introduction to Finance	3

MKT 366	Marketing Research	3
Leadership Elective		3
Semester Credit Hours		15
Spring Semester		
CIS 385	Management Information Systems	3
MKT 375	Digital Advertising and Social Media	3
MSD 301	Operations Management	3
Liberal Arts Elective 3		3
Free Elective 1		3
Semester Credit Hours		15
Year 4		
Fall Semester		
MKT 369	International Advertising	3
Liberal Arts Elective 4		3
International Business Elective		3
Free Elective 2		3
Free Elective 3		3

Semester Credit Hours		15
Spring Semester		
BUS 400	Strategic Management and Policy	3
MKT 435	Advertising Campaigns	3
MKT 460	Marketing Management Seminar	3
Free Elective 4		3
Free Elective 5		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

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
MSD 105	Quantitative Methods for Business ²	3
Liberal Arts Elective 1		3
Semester Credit Hours		15
Spring Semester		
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 Elective 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		
Semester Credit Hours		15
Spring Semester		
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		
FIN 220	Introduction to Finance	3
BUS 300	The Legal and Ethical Environment of Business	3
COM 212	Digital Publication Design	3
MKT 366	Marketing Research	3
Leadership Elective		3
Semester Credit Hours		15
Spring Semester		
CIS 385	Management Information Systems	3
or GSC 385	or Management Information Systems for Global Supply Chain Management	
MKT 375	Digital Advertising and Social Media	3
MSD 301	Operations Management	3
Liberal Arts Elective 3		3
Free Elective 1		3
Semester Credit Hours		15
Year 4		
Fall Semester		
MKT 369	International Advertising	3
International Business Elective		3
Liberal Arts Elective 4		3
Free Elective 2		3
Free Elective 3		3
Semester Credit Hours		15
Spring Semester		
BUS 400	Strategic Management and Policy	3
MKT 367	Marketing Web Analytics	3
MKT 460	Marketing Management Seminar	3
Free Elective 4		3
Free Elective 5		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Digital Concentration (where BDA 205 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
MSD 105	Quantitative Methods for Business ²	3
Liberal Arts Elective 1		3
Semester Credit Hours		15
Spring Semester		
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 Elective 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		
Semester Credit Hours		15
Spring Semester		
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 Elective		3
Semester Credit Hours		15
Spring Semester		
CIS 385	Management Information Systems	3
or GSC 385	or Management Information Systems for Global Supply Chain Management	
MKT 375	Digital Advertising and Social Media	3
MSD 301	Operations Management	3
Liberal Arts Elective 3		3

Free Elective 1	3
Semester Credit Hours	15
Year 4	
Fall Semester	
MKT 369 International Advertising	3
International Business Elective	3
Liberal Arts Elective 4	3
Free Elective 2	3
Free Elective 3	3
Semester Credit Hours	15
Spring Semester	
BUS 400 Strategic Management and Policy	3
MKT 367 Marketing Web Analytics	3
MKT 460 Marketing Management Seminar	3
Free Elective 4	3
Free Elective 5	3
Semester Credit Hours	15
Total Credit Hours for Graduation	120

Health Care and Pharmaceutical Concentration

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
MSD 105	Quantitative Methods for Business ²	3
Liberal Arts Elective 1		3
Semester Credit Hours		15
Spring Semester		
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 Elective 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 320	Consumer Behavior	3
Semester Credit Hours		15
Spring Semester		
ACC 220	Managerial Uses of Accounting	3
CBA 212	Business Communications	3
CBA 236	Career Planning	3
FIN 220	Introduction to Finance	3
MGT 201	Fund Management & Org Behavior	3
Semester Credit Hours		15

Year 3

Fall Semester		
BUS 300	The Legal and Ethical Environment of Business	3
MKT 345	Customer Focus	3
or	or Business to Business Marketing	
MKT 310		
MKT 366	Marketing Research	3
Leadership Elective		3
Free Elective 1		3
Semester Credit Hours		15
Spring Semester		
CIS 385	Management Information Systems	3
or GSC 385	or Management Information Systems for Global Supply Chain Management	
HTH 205	Introduction to Health Care	3
or BUS 315	or Health Care Law, Ethics & Policy	
MKT 380	Health Care Marketing	3
MSD 301	Operations Management	3
Liberal Arts Elective 3		3
Semester Credit Hours		15

Year 4

Fall Semester		
MKT 330	International Marketing	3
or	or International Advertising	
MKT 369		
MKT 340	Personal Selling	3
Liberal Arts Elective 4		3
Free Elective 2		3
Free Elective 3		3
Semester Credit Hours		15
Spring Semester		
BUS 400	Strategic Management and Policy	3
MKT 460	Marketing Management Seminar	3
International Business Elective		3
Free Elective 4		3
Free Elective 5		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Professional Selling Concentration

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
MSD 105	Quantitative Methods for Business ²	3
Liberal Arts Elective 1		3
Semester Credit Hours		15
Spring Semester		
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 Elective 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		
Semester Credit Hours		15

Spring Semester

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**

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		
MKT 340	Personal Selling	3
Leadership Elective		3
Semester Credit Hours		15

Spring Semester

CIS 385	Management Information Systems	3
or GSC 385	or Management Information Systems for Global Supply Chain Management	
MKT 366	Marketing Research	3
MSD 301	Operations Management	3
Liberal Arts Elective 3		3
Free Elective 1		3
Semester Credit Hours		15

Year 4**Fall Semester**

MGT 346	Negotiation	3
International Business Elective		3
Liberal Arts Elective 4		3
Free Elective 2		3
Free Elective 3		3
Semester Credit Hours		15

Spring Semester

BUS 400	Strategic Management and Policy	3
MKT 440	Sales Management	3

MKT 460	Marketing Management Seminar	3
Free Elective 4		3
Free Elective 5		3
Semester Credit Hours		15
Total Credit Hours for Graduation		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 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
Semester Credit Hours		15
JTerm		
Liberal Arts Elective 1		3
Semester Credit Hours		3
Spring Semester		
CMP 125	Seminar in Writing and Research	3
ECO 201	Principles of Microeconomics	3
MKT 200	Marketing Principles	3
MSD 205	Business Statistics	3
Liberal Arts Elective 2		3
Semester Credit Hours		15
Summer Semester		
ACC 210	Introduction to Accounting	3
MKT 320	Consumer Behavior	3
Semester Credit Hours		6
Year 2		
Fall Semester		
BDA 201	Introduction to Business Analytics	3
CBA 236	Career Planning	3
COM 290	Professional/Strategic Speech	3
FIN 220	Introduction to Finance	3
MGT 201	Fund Management & Org Behavior	3
Marketing Major Elective 1		3
Semester Credit Hours		18
JTerm		
Free Elective 1		3
Semester Credit Hours		3
Spring Semester		
ACC 220	Managerial Uses of Accounting	3
CBA 212	Business Communications	3
MKT 366	Marketing Research	3
Leadership Elective		3
Liberal Arts Elective 3		3
International Business Elective		3
Semester Credit Hours		18
Summer Semester		
MSD 301	Operations Management	3
Free Elective 2		3
Semester Credit Hours		6
Year 3		
Fall Semester		
BUS 300	The Legal and Ethical Environment of Business	3
CIS 385	Management Information Systems	3
or GSC 385	or Management Information Systems for Global Supply Chain Management	
MKT 330	International Marketing	3
or	or International Advertising	
MKT 369		
Marketing Major Elective 2		3
Marketing Major Elective 3		3

Liberal Arts Elective 4		3
Semester Credit Hours		18
JTerm		
Free Elective 3		3
Semester Credit Hours		3
Spring Semester		
BUS 400	Strategic Management and Policy	3
MKT 460	Marketing Management Seminar	3
Marketing Major Elective 4		3
Free Elective 4		3
Free Elective 5		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Advertising Concentration

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
Semester Credit Hours		15
JTerm		
Liberal Arts Elective 1		3
Semester Credit Hours		3
Spring Semester		
CMP 125	Seminar in Writing and Research	3
ECO 201	Principles of Microeconomics	3
MKT 200	Marketing Principles	3
MSD 205	Business Statistics	3
Liberal Arts Elective 2		3
Semester Credit Hours		15
Summer Semester		
ACC 210	Introduction to Accounting	3
MKT 320	Consumer Behavior	3
Semester Credit Hours		6
Year 2		
Fall Semester		
BDA 201	Introduction to Business Analytics	3
CBA 236	Career Planning	3
COM 290	Professional/Strategic Speech	3
FIN 220	Introduction to Finance	3
MGT 201	Fund Management & Org Behavior	3
MKT 205	Advertising Principles	3
Semester Credit Hours		18
JTerm		
Free Elective 1		3
Semester Credit Hours		3

Spring Semester

ACC 220	Managerial Uses of Accounting	3
CBA 212	Business Communications	3
MKT 366	Marketing Research	3
MKT 375	Digital Advertising and Social Media	3
Leadership Elective		3
International Business Elective		3

Semester Credit Hours	18
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Summer Semester

MSD 301	Operations Management	3
Free Elective 2		3

Semester Credit Hours	6
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Year 3**Fall Semester**

BUS 300	The Legal and Ethical Environment of Business	3
CIS 385 or GSC 385	Management Information Systems or Management Information Systems for Global Supply Chain Management	3
COM 212	Digital Publication Design	3
MKT 369	International Advertising	3
Liberal Arts Elective 3		3
Liberal Arts Elective 4		3

Semester Credit Hours	18
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JTerm

Free Elective 3		3
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Semester Credit Hours	3
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Spring Semester

BUS 400	Strategic Management and Policy	3
MKT 435	Advertising Campaigns	3
MKT 460	Marketing Management Seminar	3
Free Elective 4		3
Free Elective 5		3

Semester Credit Hours	15
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Total Credit Hours for Graduation	120
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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
Semester Credit Hours		15
JTerm		
Liberal Arts Elective 1		3
Semester Credit Hours		3

Spring Semester

CMP 125	Seminar in Writing and Research	3
ECO 201	Principles of Microeconomics	3
MKT 200	Marketing Principles	3
MSD 205	Business Statistics	3
Liberal Arts Elective 2		3

Semester Credit Hours	15
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Summer Semester

ACC 210	Introduction to Accounting	3
MKT 320	Consumer Behavior	3

Semester Credit Hours	6
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Year 2**Fall Semester**

BDA 201	Introduction to Business Analytics	3
CBA 236	Career Planning	3
COM 290	Professional/Strategic Speech	3
FIN 220	Introduction to Finance	3
MGT 201	Fund Management & Org Behavior	3
MKT 250	Retailing Management	3
or	or Service Marketing	
MKT 260	or Business to Business Marketing	
or		
MKT 310		

Semester Credit Hours	18
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JTerm

Free Elective 1		3
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Semester Credit Hours	3
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Spring Semester

ACC 220	Managerial Uses of Accounting	3
CBA 212	Business Communications	3
MKT 366	Marketing Research	3
MKT 375	Digital Advertising and Social Media	3
Leadership Elective		3
International Business Elective		3

Semester Credit Hours	18
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Summer Semester

MSD 301	Operations Management	3
Free Elective 2		3

Semester Credit Hours	6
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Year 3**Fall Semester**

BUS 300	The Legal and Ethical Environment of Business	3
CIS 385 or GSC 385	Management Information Systems or Management Information Systems for Global Supply Chain Management	3
MKT 330	International Marketing	3
or	or International Advertising	
MKT 369		

COM 212	Digital Publication Design	3
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Liberal Arts Elective 3		3
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Liberal Arts Elective 4		3
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Semester Credit Hours	18
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JTerm		
Free Elective 3		3
Semester Credit Hours		3
Spring Semester		
BUS 400	Strategic Management and Policy	3
MKT 367	Marketing Web Analytics	3
MKT 460	Marketing Management Seminar	3
Free Elective 4		3
Free Elective 5		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Digital Concentration (where BDA 205 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
Semester Credit Hours		15

JTerm		
Liberal Arts Elective 1		3
Semester Credit Hours		3

Spring Semester		
CMP 125	Seminar in Writing and Research	3
ECO 201	Principles of Microeconomics	3
MKT 200	Marketing Principles	3
MSD 205	Business Statistics	3
Liberal Arts Elective 2		3
Semester Credit Hours		15

Summer Semester		
ACC 210	Introduction to Accounting	3
MKT 320	Consumer Behavior	3
Semester Credit Hours		6

Year 2		
Fall Semester		
BDA 201	Introduction to Business Analytics	3
CBA 236	Career Planning	3
COM 290	Professional/Strategic Speech	3
FIN 220	Introduction to Finance	3
MGT 201	Fund Management & Org Behavior	3
MKT 250	Retailing Management	3
or	or Service Marketing	
MKT 260	or Business to Business Marketing	
or		
MKT 310		
Semester Credit Hours		18

JTerm		
Free Elective 1		3
Semester Credit Hours		3
Spring Semester		
ACC 220	Managerial Uses of Accounting	3
CBA 212	Business Communications	3
MKT 366	Marketing Research	3
MKT 375	Digital Advertising and Social Media	3
International Business Elective		3
Leadership Elective		3
Semester Credit Hours		18

Summer Semester		
MSD 301	Operations Management	3
Free Elective 2		3
Semester Credit Hours		6

Year 3		
Fall Semester		
BUS 300	The Legal and Ethical Environment of Business	3
CIS 385	Management Information Systems	3
or GSC 385	or Management Information Systems for Global Supply Chain Management	
MKT 330	International Marketing	3
or	or International Advertising	
MKT 369		
BDA 205	Introduction to Visual Data Analytics	3
Liberal Arts Elective 3		3
Liberal Arts Elective 4		3
Semester Credit Hours		18

JTerm		
Free Elective 3		3
Semester Credit Hours		3

Spring Semester		
BUS 400	Strategic Management and Policy	3
MKT 367	Marketing Web Analytics	3
MKT 460	Marketing Management Seminar	3
Free Elective 4		3
Free Elective 5		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Health Care and Pharmaceutical Concentration

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
Semester Credit Hours		15

JTerm		
Liberal Arts Elective 1		3
Semester Credit Hours		3
Spring Semester		
CMP 125	Seminar in Writing and Research	3
ECO 201	Principles of Microeconomics	3
MKT 200	Marketing Principles	3
MSD 205	Business Statistics	3
Liberal Arts Elective 2		3
Semester Credit Hours		15
Summer Semester		
ACC 210	Introduction to Accounting	3
MKT 320	Consumer Behavior	3
Semester Credit Hours		6
Year 2		
Fall Semester		
BDA 201	Introduction to Business Analytics	3
CBA 236	Career Planning	3
COM 290	Professional/Strategic Speech	3
FIN 220	Introduction to Finance	3
MGT 201	Fund Management & Org Behavior	3
MKT 345	Customer Focus	3
or	or Business to Business Marketing	
MKT 310		
Semester Credit Hours		18
JTerm		
Free Elective 1		3
Semester Credit Hours		3
Spring Semester		
ACC 220	Managerial Uses of Accounting	3
CBA 212	Business Communications	3
MKT 366	Marketing Research	3
Leadership Elective		3
Liberal Arts Elective 3		3
International Business Elective		3
Semester Credit Hours		18
Summer Semester		
MSD 301	Operations Management	3
Free Elective 2		3
Semester Credit Hours		6
Year 3		
Fall Semester		
BUS 300	The Legal and Ethical Environment of Business	3
CIS 385	Management Information Systems	3
or GSC 385	or Management Information Systems for Global Supply Chain Management	
MKT 330	International Marketing	3
or	or International Advertising	
MKT 369		
MKT 340	Personal Selling	3
Liberal Arts Elective 4		3
Free Elective 3		3
Semester Credit Hours		18

JTerm		
Free Elective 4		3
Semester Credit Hours		3
Spring Semester		
BUS 400	Strategic Management and Policy	3
HTH 205	Introduction to Health Care	3
or BUS 315	or Health Care Law, Ethics & Policy	
MKT 380	Health Care Marketing	3
MKT 460	Marketing Management Seminar	3
Free Elective 5		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Professional Selling Concentration		
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
Semester Credit Hours		15

JTerm		
Liberal Arts Elective 1		3
Semester Credit Hours		3
Spring Semester		
CMP 125	Seminar in Writing and Research	3
ECO 201	Principles of Microeconomics	3
MKT 200	Marketing Principles	3
MSD 205	Business Statistics	3
Liberal Arts Elective 2		3
Semester Credit Hours		15
Summer Semester		
ACC 210	Introduction to Accounting	3
MKT 320	Consumer Behavior	3
Semester Credit Hours		6
Year 2		
Fall Semester		
BDA 201	Introduction to Business Analytics	3
CBA 236	Career Planning	3
COM 290	Professional/Strategic Speech	3
FIN 220	Introduction to Finance	3
MGT 201	Fund Management & Org Behavior	3
MKT 250	Retailing Management	3
or	or Service Marketing	
MKT 260	or Business to Business Marketing	
or		
MKT 310		
Semester Credit Hours		18

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

¹ CIS 185 Information Systems Essentials and CBA 110 Business in Action may 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.

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.