

Marketing: Digital Marketing

(Effective for students entering Fall 2019 or Spring 2020)

Name: _____

ID #: _____

Advisor: _____

Numerical Literacy (9 credits)¹

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

Communications (9 credits)

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

Global/Cultural Liberal Arts (6 credits)²

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

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

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

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

Business Analytics & Technology (9 credits)

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

Professional Development (3 credits @ 1 credit each)⁶

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

Business Core (30 credits)

Macroeconomics	ECO 200		
Microeconomics	ECO 201		
Intro to Accounting	ACC 210		
Managerial Accounting	ACC 220		
Fund of Mgmt & Org Beh	MGT 201		
Marketing Principles	MKT 200		
Intro to Finance	FIN 220		
Legal & Ethical Envt Bus	BUS 300		
Strategic Management	BUS 400		
Leadership Elective ⁷			

Major Courses (24 credits)

Apps Develop w/ Java	CIS 200/		
OR Publication Design*	COM 212*		
Retailing	MKT 250		
Consumer Behavior	MKT 320		
International Marktg OR	MKT 330/		
International Advertising	MKT 369		
Marketing Research	MKT 366		
Mktg Web Analytics	MKT 367		
Dig'l Adver & Soc Media	MKT 375		
Marketing Mgmt Seminar	MKT 460		

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

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

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

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

³ **Students are required to complete 6 credits of International Business Electives.**

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

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

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

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