

Marketing Degree Curriculum Information Sheet

Business Core

33:010:275-Intro. to Managerial Accounting (3)	<i>(pre-req: 33:010:272)</i>
33:011:300-Business Forum (2)	
33:136:370-Management Information Systems (3)	
33:136:385-Statistical Methods in Business (3)	
33:136:386-Operations Management (3)	<i>(junior or senior year)</i>
33:140:320-Business Law I (3) OR 33:522:334-Business Ethics (3)	<i>(junior or senior year)</i>
33:390:300-Financial Management (3)*	
33:620:301-Intro to Management (3)**	
33:620:302-Management Skills (3)**	
33:620:492-Business Policy and Strategy (3)	<i>(pre-reqs: 33:390:300 or 33:390:310, 33:620:301, 33:630:301 & senior year)</i>
33:630:301-Intro. to Marketing (3)	
33:799:301-Intro. to Supply Chain Management (3)	

Required Marketing Courses

33:630:385-Marketing Research (3)	<i>(pre-reqs: 33:136:385 & 33:630:301)</i>
33:630:374-Consumer Behavior (3)	<i>(pre-req: 33:630:301)</i>
33:630:452-Marketing Strategy and Decision Making (3)	<i>(pre-req: 33:630:385)</i>

4 Marketing electives (12)

*Beginning Fall 2013, there will be two introductory Finance courses. Financial Management for Finance Majors (33:390:310) will be for those who intend to major in Finance. Financial Management (33:390:300) will be for those who have no intention of pursuing Finance. Students planning to double major in Marketing and Finance should take Financial Management for Finance Majors (33:390:310) instead of Financial Management (33:390:300). Students who switch into the Finance major will also need Finance 310. Credit will not be given for both courses, so, if students have any interest in pursuing Finance, they should take Finance 310. Otherwise, Finance 300 will be sufficient.

Students admitted to the New Brunswick Business School prior to Fall 2013, who did **not complete Principles of Management (33:620:300) by the end of Spring 2013, need to complete Intro. to Management (33:620:301) instead. Principles of Management (33:620:300) will no longer be offered after Spring 2013.

Students entering RBS in Fall 2013 and beyond must take Intro. to Management (33:620:301) and Management Skills (33:620:302).

Credit will not be given for Management 301 if Principles of Management 300 has already been completed.

MARKETING

FIRST SEMESTER COURSE RECOMMENDATIONS

The courses listed below are recommended for a first semester, declared Marketing major.

33:011:300	Business Forum
33:136:370	Management Information Systems
33:136:385	Statistical Methods of Business
33:620:301	Intro. to Management
33:630:301	Intro. to Marketing
33:799:301	Intro. to Supply Chain Management