

ANISFIELD SCHOOL OF BUSINESS ADVISEMENT SHEET – MARKETING

RAMAPO COLLEGE OF NEW JERSEY	B.S. DEGREE	MARKETING	128 CREDITS	2024-2025
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General Education (36 credits)	Prerequisites	Comments
INTD 101 First Year Seminar OR HNRS 101 Honors First Year Seminar		Waived for Transfer students at 48 cr.
CRWT 102 Critical Reading and Writing II		
AIID 201 Studies in Arts and Humanities OR HNRS 201 Honors Studies in Arts & Humanities	CRWT 102	Waived for Transfer students at 48 cr.
SOSC 110 Social Science Inquiry OR HNRS 110 Honors Social Science Inquiry		Waived for Transfer students at 48 cr.
KEYSTONE CATEGORIES		
SELECT ONE - Historical Perspectives	*	Waived for Transfer students at 48 cr.
SELECT ONE - Global Awareness	*	Waived for Transfer students at 48 cr.
SELECT ONE - Quantitative Reasoning	*	
SELECT ONE – Scientific Reasoning	*	
DISTRIBUTION CATEGORIES**		
Systems, Sustainability, & Society	*	
Values and Ethics	*	BADM 301 Ethics in Business double-counts as GE – Values and Ethics and ASB Core Requirement
Culture and Creativity	*	

*Varies –see College Catalog for corresponding course requirements

Select **two courses from the three categories; one must be outside school of declared major

Anisfield School of Business Foundation (4 credits)	Prerequisites	Comments
SELECT ONE: Quantitative Reasoning:		
MATH 108 Elementary Probability and Statistics OR		
MATH 110 Precalculus OR MATH 121 Calculus	*	

Students may take or transfer in any one of these three Math classes; MATH 108 Elementary Probability and Statistics is highly recommended

*Varies –see College Catalog for corresponding course requirements

Anisfield School of Business Core (56 credits)	Prerequisites	Comments
ECON 101 Microeconomics	CRWT 102	
ECON 102 Introduction to Macroeconomics		
ACCT 221 Principles – Financial Accounting		
ACCT 222 Principles – Managerial Accounting	CRWT 102, ACCT 221	
BADM 223 Business Law I	CRWT 102	
INFO 224 Principles of Information Technology	CRWT 102	
BADM 225 Management Statistics	MATH 108 or 110 or 121	
MKTG 290 Marketing Principles and Practices	CRWT 102	
FINC 301 Corporate Finance I	ACCT 221 & BADM 225 & Math 108 or 110 or 121	Coreq: CRWT 102

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MGMT 302 Managing Organizational Behavior	Junior/Senior Class Level	Coreq: CRWT 102
MGMT 370 Operations Management	ACCT 221 & BADM 225	Coreq: CRWT 102

Anisfield School of Business Core (56 credits)	Prerequisites	Comments
BADM 495 Strategic Management	Graduating Senior; MKTG 430 (may be taken concurrently)	
SELECT ONE: <u>International Business Category</u>		
IBUS 326 Fundamentals of International Business	CRWT 102, ECON 102	
IBUS 305 Politics of International Investment	CRWT 102	
IBUS 321 China and Other Business Environments in Asia		
IBUS 335 Doing Business in Latin America		
IBUS 336 Doing Business in Africa		
IBUS 340 European Business Community		
ECON 323 Comparative Economic Systems	ECON 101 or POLI 205	
ECON 325 International Economics	ECON 101 & 102	
SELECT ONE: <u>Ethics Category</u>:		
INFO 315 Computer Law and Ethics	INFO 224	
BADM 301 Ethics in Business*	CRWT 102	

*BADM 301 Ethics in Business double-counts as GE – Values and Ethics

Marketing Major (24 credits)	Prerequisites	Comments
Required Marketing Concentration Courses (16 credits)		
MKTG 310 Consumer Behavior	C grade or better in MKTG 290	
MKTG 320 Integrated Marketing Communications	C grade or better in MKTG 290	
MKTG 330 Marketing Research	BADM 225 & C grade or better in MKTG 290	
MKTG 430 Marketing Management	MKTG 320 & 330	
Marketing Electives (select two, 8 credits)		
MKTG 350 International Marketing	MKTG 290	
MKTG 360 Retail Management	MKTG 290	Fall*
MKTG 370 Sales Management	MKTG 290	Fall*
MKTG 390 E-Marketing	MKTG 290	
MGMT 321 Entrepreneurship	Junior/Senior Status MKTG290	
MKTG 420 New Product Management	MKTG 320 & 330	Spring*
MKTG 440 Branding and Brand Management	Junior/Senior Status, MKTG 290	Spring*
MKTG 490 Advanced Topics in Marketing	MKTG 290	Fall*
Free Electives (8 credits if Ethics in Business is taken, 4 credits if Ethics in Business is not taken)		

*These courses are generally offered only in the semester indicated

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Three Career Pathways Modules (Required for Graduation, 0 credits)		Complete by the end of:
PATH SB1 Self-Assessment		2 nd semester
PATH SB2 Resume/LinkedIn Profile/Cover Letter		3 rd semester
PATH SB3 Interviewing Skills		4 th semester
All ASB Career Pathways courses must be completed prior to graduation.		

***BADM 120 Excel Expert Certification Prep (2 cr.) is recommended for all Marketing majors in the first year, second semester.**