Academic Program Guide for (Effective Fall 2021) Department of Marketing and Business Information Systems

Rowan University Graduation Requirements for all Majors / Degrees

Students must complete at least 120 semester hours

Major Requirements (60 sh)

SUMMARY OF MAJOR REQUIREMENTS

27 sh of Business Foundational Courses

21 sh of SQL Required Courses

9 sh of SQL Electives

3 sh of SOL or Business Elective

MKTBISEngagement and Career Exploration Requirements (0 sh)

60 sh total

BUSINESS FOUNDATIONAL COURSES

Course#	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MKT 09200	Principles of Marketing				