

UID # _____

NAME _____

FR ____ TR ____ C/P ____ READMIT ____

FORMER SCHOOL _____

FACULTY ADVISOR _____ ENTERED _____

MAJOR: NEW MEDIA MKTG CODE: **BREP**

BUSINESS CORE

Freshman Standing

| | | |
|----------|--------------------------------|---|
| 0101-301 | Financial Accounting | 4 |
| 0102-260 | Business1: Ideas & Creativity | 4 |
| 0102-265 | Business 2: Bus. Plan Develop. | 2 |
| 0112-270 | Bus. Software Apps | 2 |
| 0112-285 | Business 3: Commercialization | 2 |

Sophomore Standing

| | | |
|----------|---------------------------|---|
| 0101-302 | Management Accounting | 4 |
| 0102-305 | Careers in Business | 1 |
| 0102-320 | Organizational Behavior | 4 |
| 0104-350 | Corporate Finance | 4 |
| 0105-363 | Principles of Marketing | 4 |
| 0113-310 | Global Business: An Intro | 4 |

Junior Standing

| | | |
|----------|--------------------------------|---|
| 0102-438 | Business Ethics | 4 |
| 0106-401 | Operations & Supply Chain Mgmt | 4 |

Senior Standing

| | | |
|----------|------------------------------------|---|
| 0102-530 | Managing Innovation and Technology | 4 |
| 0102-551 | Strategy | 4 |

OTHER BUSINESS COURSES

| | | |
|----------|--------------------------|---|
| 0102-507 | Bus Government & Society | 4 |
|----------|--------------------------|---|

MAJOR REQUIREMENTS

Business Marketing Courses

| | | |
|----------|---------------------------------------|---|
| 0105-440 | Internet Marketing | 4 |
| 0105-442 | Search Engine Marketing and Analytics | 4 |
| 0105-520 | Advanced Internet Marketing | 4 |
| 0105-560 | Advertising & Promotion Management | 4 |

New Media Electives

| | | |
|----------|-------|---|
| Elective | _____ | 4 |
| Elective | _____ | 4 |
| Elective | _____ | 4 |
| Elective | _____ | 4 |

(See Back for Course Options)

FREE ELECTIVES

| | | |
|---------------|-------|---|
| Free Elective | _____ | 4 |
| Free Elective | _____ | 4 |
| Free Elective | _____ | 4 |

GENERAL EDUCATION COURSES

Liberal Arts

| | | Grade/Qtr |
|-------------------|---------|-----------|
| 0502-227 | Writing | 4 |
| 05-Soc Sci | _____ | 4 |
| 05-Soc Sci | _____ | 4 |
| 05-Humanities | _____ | 4 |
| 05-Humanities | _____ | 4 |
| 05-Art Expression | _____ | 4 |

*Refer to COLA website for acceptable courses
http://www.rit.edu/cla/arts_of_expression.php

Concentration/Minor

(400-500) level courses

| | | |
|----------|--|---|
| 05-_____ | | 4 |
| 05-_____ | | 4 |
| 05-_____ | | 4 |

Math/Science

| | | |
|----------|---------------------------|---|
| 1016-226 | Calculus for Mgmt Sci. | 4 |
| 1016-319 | Data Analysis I | 4 |
| 1016-320 | Data Analysis II with Lab | 6 |

| | | |
|--------------------|-------|---|
| 10 - Science w/Lab | _____ | 3 |
| | _____ | 1 |
| 10 - Science w/Lab | _____ | 3 |
| | _____ | 1 |

Additional General Education

| | | |
|----------|-------------------------|---|
| 0511-211 | Princ Microeconomics | 4 |
| 0511-402 | Princ Macroeconomics | 4 |
| 0535-352 | Prof Communications Bus | 4 |

| | | |
|-------------|-------|---|
| GE Elective | _____ | 4 |
| GE Elective | _____ | 4 |
| GE Elective | _____ | 4 |
| GE Elective | _____ | 4 |

Physical Education/Wellness

| | | |
|-------------------|-------|---|
| Discovery | _____ | 1 |
| Pathways | _____ | 1 |
| Wellness Activity | _____ | 0 |
| Wellness Activity | _____ | 0 |

(wellness course number's 1106-1113)

| Degree Certification Requirements | |
|--|----------------|
| | Date Completed |
| Co-op Requirement | _____ |
| Writing Competency Requirement (should be completed prior to junior year) | _____ |
| BS degree | _____ |
| Minor (optional) | _____ |
| Minor (optional) | _____ |

