

Bachelors of Science in Business Administration (BSBA)

Option in Retailing (72 Semester Units)

Catalog Fall 2016

Major Catalog Date: _____

Name _____ CIN _____
 Last First MI

Street Address _____ City _____ ZIP Code _____ Quarter Admitted _____

Adviser's Signature _____ Date _____ Student's Signature _____ Date _____

SEMESTER - LOWER DIVISION REQUIRED COURSES (15 Units) *Prerequisites* *Completed?*

ACCT	2100	Principles of Financial Accounting	3		
ACCT	2110	Principles of Managerial Accounting	3	ACCT 2100	
ECON ¹	2010	Principles of Economics I: Microeconomics	3		
ECON ¹	2020	Principles of Economics II: Macroeconomics	3	ECON 2010	
FIN	2050	Legal and Regulatory Environment of Business	3		

SEMESTER - UPPER DIVISION REQUIRED COURSES (30 Units) *Prerequisites* *Completed?*

BUS ²	3050	Business Communication (<i>wi</i>)	3		
BUS	4150	Contemporary Issues in Global Business	3		
CIS	3010	Management Information Systems	3		
ECON ³	3060	Statistics for Business Analysis and Decision Making	3	GE Block B4 (Mathematics/Quantitative Reasoning)	
FIN	3030	Business Finance	3	ACCT 2100	
MGMT	3060	Production and Operations Management	3		
MGMT	3070	Organizational Behavior and Management	3		
MGMT ⁴	3080	Business Responsibilities in Society	3	Block A (Basic Subjects)	
MKT	3100	Principles of Marketing	3		
BUS	4970	Capstone: Strategic Management	3	Business Core Requirements	

Note 1: ECON 2010 or ECON 2020 is double-counted in Lower Division GE Block D.

Note 2: BUS 3050 and MKT 3200 are designated as Writing Intensive (*wi*) courses.

Note 3: ECON 3060 is double-counted in GE Upper Division Block B - Natural Science and Mathematics.

Note 4: MGMT 3080 is double-counted in GE Upper Division Block C - Arts and Humanities.

SEMESTER - OPTION: Retailing (27 Units)

Semester - Required Courses (18 units): *Prerequisites* *Completed?*

MKT ²	3200	High Performance Professional Skills (<i>wi</i>)	3	MKT 3100	
MKT	3400	Consumer Behavior	3	MKT 3100	
MKT	3600	Principles of Retailing	3		
MKT	3800	Introduction to Social Media Marketing	3		
MKT	4600	Retail Buying and Merchandising	3		
MKT	4610	Digital Marketing and E-Commerce	3	MKT 3100	

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Semester - Electives (9 units): Select three courses			<i>Prerequisites</i>	<i>Completed?</i>
MKT	3210	Personal Selling	3 <i>MKT 3100</i>	
MKT	3300	Services Marketing	3 <i>MKT 3100</i>	
MKT	3700	Marketing Analytics	3 <i>GE Blocks A, B4, +1 from Block B, Blocks C, and D.</i>	
MKT ⁵	3950	Community Based Social Marketing (cl)	3 <i>GE Blocks A, B4, +1 from Block B, Blocks C, and D.</i>	
MKT	4300	Marketing a New Business	3	
MKT	4320	Sustainability Marketing	3 <i>MKT 3100 or Consent of Instructor</i>	
MKT	4410	Principles of Integrated Marketing Communications	3 <i>MKT 3100</i>	
MKT	4420	Brand Strategy	3 <i>MKT 3100</i>	
MKT	4430	Direct Marketing	3 <i>MKT 3100</i>	
MKT	4454	Special Topics in Marketing	1-3	
MKT	4460	Marketing Research - Quantitative	3 <i>MKT 3100 and ECON 3060</i>	
MKT	4461	Marketing Research - Qualitative	3 <i>MKT 3100 or Consent of Instructor</i>	
MKT	4500	International Marketing	3 <i>MKT 3100</i>	
MKT	4710	Pricing	3 <i>MKT 3100</i>	
MKT	4800	Search Engine Marketing and Web Analytics	3 <i>MKT 3800</i>	
MKT	4810	Mobile Marketing Strategy and App Development	3 <i>MKT 3800</i>	
MKT	4820	Social Media Marketing Strategy	3 <i>MKT 3800</i>	

Semester - Additional Required Courses:

Students may require additional courses to meet the 120 units required for graduation. Students are strongly encouraged to take additional classes offered by the College of Business and Economics.

Note 5: MKT 3950 is double-counted in GE Upper Division Block D - Social Sciences, and is also a Civic Learning (cl) course.