

# Bachelors of Science in Business Administration (BSBA)

## Option in Marketing (72 Semester Units - 100 Quarter 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 CORE COURSES (15 Units)

### QUARTER - LOWER DIVISION CORE COURSES (28 Units)

			Complete?				Complete?
ACCT	2100	Principles of Financial Accounting	3	ACCT	210	Principles of Financial Accounting	4
ACCT	2110	Principles of Managerial Accounting <i>req: ACCT 2100</i>	3	ACCT	211	Principles of Managerial Accounting <i>req: ACCT 210</i>	4
				CIS	100	Business Computer Systems	4
ECON <sup>1</sup>	2010	Principles of Economics I: Microeconomics	3	ECON	201	Principles of Economics I: Microeconomics	4
ECON <sup>1</sup>	2020	Principles of Economics II: Macroeconomics <i>req: ECON 2010</i>	3	ECON	202	Principles of Economics II: Macroeconomics <i>req: ECON 201</i>	4
				ECON	209	Applied Business & Economics Statistics I	4
FIN	2050	Legal and Regulatory Environment of Business	3	FIN	205	Legal and Regulatory Environment of Business	4

### SEMESTER - UPPER DIVISION CORE COURSES (30 Units)

### QUARTER - UPPER DIVISION CORE COURSES (44 Units)

			Complete?				Complete?
				ACCT	310	Accounting Info for Decision Making <i>req: ACCT 211</i>	4
BUS <sup>2</sup>	3050	Business Communication <i>req: WPE</i>	3	BUS	305	Business Communication <i>req: WPE</i>	4
BUS	4150	Contemporary Issues in Global Business	3				
CIS	3010	Management Information Systems	3	CIS	301	Management Information Systems <i>req: CIS 100</i>	4
ECON <sup>3</sup>	3060	Statistics for Business Analysis and Decision Making	3	ECON	309	Appl Bus & Econ Stats II <i>req: ECON 209, MATH 102</i>	4
FIN	3030	Business Finance <i>req: ACCT 2100</i>	3	FIN	303	Business Finance <i>req: ACCT 210</i>	4
MGMT	3060	Production and Operations Management	3	MGMT	306	Operations Management <i>req: ECON 209</i>	4
MGMT	3070	Organizational Behavior and Management	3	MGMT	307	Management and Organizational Behavior	4
MGMT <sup>4</sup>	3080	Business Responsibilities in Society	3	MGMT	308	Business Responsibilities in Society	4
MKT	3100	Principles of Marketing	3	MKT	304	Principles of Marketing	4
BUS <sup>5</sup>	4970	Capstone: Strategic Management	3	MGMT	497	Capstone: Global Strategic Management <i>req: Bus Core</i>	4
				<b>Select One From The Following:</b>			
				ECON	303	Money, Banking, and the Economy <i>req: ECON 202</i>	4
				ECON	310	Managerial Economics <i>req: ECON 201 (ECON 309 recommended)</i>	4

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

Note 2: BUS 3050 is designated as a Writing Intensive (WI) course.

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

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

Note 5: BUS 4970 is the capstone course. Students can take BUS 4970 after they have completed all other lower & upper division core courses.

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## Option in Marketing (72 Semester Units - 100 Quarter Units)

### SEMESTER - OPTION: Marketing (27 Units)

### QUARTER - OPTION: Marketing Management (28 Units)

Semester - Required Courses (21 units):				Complete?	Quarter - Required Courses (16 units):				Complete?
MKT	3200	High Performance Professional Skills	3		MKT	325	High Performance Professional Skills <i>req: MKT 304</i>	4	
MKT	3210	Personal Selling	3						
MKT	3400	Consumer Behavior	3		MKT	342	Consumer Behavior <i>req: MKT 304</i>	4	
MKT	3800	Introduction to Social Media Marketing	3						
MKT	4449	Marketing Strategy	3		MKT	442	Marketing Management <i>req: MKT 304</i>	4	
<b>Select 2 courses from the following 3 courses:</b>									
MKT	3700	Marketing Analytics	3						
MKT	4460	Marketing Research - Quantitative	3		MKT	446	Marketing Research <i>req: MKT 304, ECON 209</i>	4	
MKT	4461	Marketing Research - Qualitative	3						
Semester - Electives (6 units): Select two courses				Complete?	Quarter - Electives (12 units): Select three courses				Complete?
LIBR	3300	Advanced Information Literacy for Decision Making	3						
MKT	3300	Services Marketing	3		MKT	346	Marketing of Services <i>req: MKT 304</i>	4	
MKT	3310	Non-Profit Marketing	3		MKT	453	Marketing for Nonprofit Organizations <i>req: MKT 304</i>	4	
MKT	3500	Global Business	3		MKT	358	International Business	4	
MKT	3600	Principles of Retailing	3		MKT	344	Principles of Retailing	4	
MKT	3700	Marketing Analytics	3		MKT	470	Marketing Analytics <i>req: MKT 304, ECON 309</i>	4	
MKT	3810	The Syntax of Social Media	3		MKT	389	The Syntax of Social Media <i>req: MKT 380</i>	4	
MKT <sup>5</sup>	3950	Community Based Social Marketing (cl)	3		MKT	365	Community Based Social Marketing <i>req: MKT 304</i>	4	
MKT	4300	Marketing a New Business	3		MKT	443	Marketing in a New Business <i>req: MKT 304</i>	4	
MKT	4310	Business Consulting	3		MKT	447	Business Consulting	4	
MKT	4320	Sustainability Marketing	3						
MKT	4330	Entertainment Marketing	3		MKT	465	Entertainment Marketing <i>req: MKT 304</i>	4	
MKT	4400	New Product Development	3						
MKT	4410	Principles of Integrated Marketing Communications	3		MKT	340	Principles of Advertising <i>req: MKT 304</i>	4	
MKT	4420	Brand Strategy	3						
MKT	4430	Direct Marketing	3		MKT	448	Mail Order/Direct Response Marketing <i>req: MKT 304</i>	4	
MKT	4454	Special Topics in Marketing	1-3		MKT	454	Special Topics in Marketing	4	
MKT	4460	Marketing Research - Quantitative	3						
MKT	4461	Marketing Research - Qualitative	3						
MKT	4500	International Marketing	3		MKT	456	International Marketing Management <i>req: MKT 304</i>	4	
MKT	4510	Intercultural Business Communications	3		MKT	459	Intercultural Business Communication <i>req: BUS 305 or SPCH 300</i>	4	
MKT	4520	Import/Export	3		MKT	457	Import-Export <i>req: MKT 358</i>	4	
MKT	4530	Global Transportation and Logistics	3		MKT	455	Proseminar: International Transportation <i>req: MKT 304</i>	4	
MKT	4600	Retail Buying and Merchandising	3						
MKT	4610	Digital Marketing and E-Commerce	3		MKT	460	Internet Marketing <i>req: MKT 304</i>	4	
MKT	4710	Pricing	3		MKT	488	Pricing <i>req: MKT 304</i>	4	
MKT	4800	Search Engine Marketing and Web Analytics	3		MKT	420	Search Engine Marketing and Web Analytics <i>req: MKT 380</i>	4	
MKT	4810	Mobile Marketing Strategy and App Development	3		MKT	421	Mobile Marketing Strategy and App Development <i>req: MKT 380</i>	4	
MKT	4820	Social Media Marketing Strategy	3		MKT	480	Social Media Marketing Strategy <i>req: MKT 380</i>	4	
MKT	4830	Social Media and Entrepreneurship	3		MKT	483	Social Media and Entrepreneurship <i>req: MKT 380</i>	4	
MKT	4854	Special Topics in Social Media Marketing	3		MKT	484	Contemporary Topics in Social Media Marketing <i>req: MKT 380</i>	4	
<b>Semester - Additional Required Courses:</b>					MKT	341	Salesmanship <i>req: MKT 304</i>	4	
<b>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.</b>					MKT	349	Retail Merchandising and Sales Promotion <i>req: MKT 304</i>	4	
					MKT	380	Introduction to Social Media Marketing <i>req: MKT 304</i>	4	
					MKT	440	Advanced Advertising and Promotion <i>req: MKT 340</i>	4	
					MKT	462	Internet Marketing Research <i>req: MKT 304</i>	4	

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