

Bachelors of Science in Business Administration (BSBA)

Option in Retailing (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 ¹	2010	Principles of Economics I: Microeconomics	3	ECON	201	Principles of Economics I: Microeconomics	4
ECON ¹	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 ²	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 ³	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 ⁴	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 ⁵	4970	Capstone: Strategic Management	3	MGMT	497	Capstone: Global Strategic Management <i>req: Bus Core</i>	4
				Select One From The Following:			
				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.

Bachelors of Science in Business Administration (BSBA)

Option in Retailing (72 Semester Units - 100 Quarter Units)

SEMESTER - OPTION: Retailing (27 Units)

QUARTER - OPTION: Retailing (28 Units)

Semester - Required Courses (18 units):				Quarter - Required Courses (20 units):			
			Complete?				Complete?
MKT	3200	High Performance Professional Skills	3	MKT	325	High Performance Professional Skills	4
MKT	3400	Consumer Behavior	3	MKT	342	Consumer Behavior <i>req: MKT 304</i>	4
MKT	3600	Principles of Retailing	3	MKT	344	Principles of Retailing	4
				MKT	349	Retail Merchandising and Sales Promotion <i>req: MKT 304</i>	4
MKT	3800	Introduction to Social Media Marketing	3				
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

Semester - Electives (9 units): Select three courses

Quarter - Electives (8 units): Select two courses

				Complete?			
			Complete?				Complete?
MKT	3210	Personal Selling	3	MKT	341	Salesmanship <i>req: MKT 304</i>	4
MKT	3300	Services Marketing	3	MKT	346	Marketing of Services <i>req: MKT 304</i>	4
MKT	3700	Marketing Analytics	3	MKT	470	Marketing Analytics <i>req: MKT 304, ECON 309</i>	4
MKT ⁵	3950	Community Based Social Marketing (cl)	3	MKT	365	Community Based Social Marketing <i>req: MKT 304</i>	4
				MKT	380	Introduction to Social Media Marketing <i>req: MKT 304</i>	4
				MKT	389	The Syntax of Social Media <i>req: MKT 380</i>	4
				MKT	442	Marketing Management <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	4320	Sustainability Marketing	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	447	Business Consulting	4
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	1-4
MKT	4460	Marketing Research - Quantitative	3	MKT	446	Marketing Research <i>req: MKT 304, ECON 209</i>	4
MKT	4461	Marketing Research - Qualitative	3				
MKT	4500	International Marketing	3				
				MKT	465	Entertainment 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	483	Social Media and Entrepreneurship <i>req: MKT 380</i>	4
				MKT	484	Contemporary Topics in Social Media Marketing <i>req: MKT 380</i>	4
				ART	340	Art Production Practicum requires permission from dept	2

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 Upper Division GE Block D - Social Sciences, and is also a Civic Learning (cl) course.