

Bachelor of Science Degree in Business Administration
Option in Marketing Management (100 units)
Quarter Requirements

Catalog 2011-2015

Major Catalog Date: _____

Name _____ CIN _____
 Last First MI

Street Address _____ City _____ ZIP Code _____ Quarter Admitted _____

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

LOWER DIVISION REQUIRED BUSINESS CORE COURSES (28 Units)

| | | | Quarter Course | Units | Grade |
|------|------|--|----------------|-------|-------|
| ACCT | 2100 | Principles of Financial Accounting | ACCT 210 | | |
| ACCT | 2110 | Principles of Managerial Accounting preq: ACCT 2100 | ACCT 211 | | |
| CIS | 1200 | Business Computer Systems | CIS 100 | | |
| ECON | 2010 | Principles of Economics I: Microeconomics | ECON 201 | | |
| ECON | 2020 | Principles of Economics II: Macroeconomics preq: ECON 2010 | ECON 202 | | |
| ECON | 2090 | Applied Business & Economics Statistics I | ECON 209 | | |
| FIN | 2050 | Legal and Regulatory Environment of Business | FIN 205 | | |

UPPER DIVISION REQUIRED BUSINESS CORE COURSES (44 Units)

| | | | Quarter Course | Units | Grade |
|------|------|--|----------------|-------|-------|
| ACCT | 3100 | Accounting Info for Decision Making preq: ACCT 2110 | ACCT 3100 | | |
| BUS | 3050 | Business Communication (wi) preq: WPE | BUS 305 | | |
| CIS | 3010 | Management Information Systems | CIS 301 | | |
| ECON | 3060 | Statistics for Business Analysis and Decision Making preq: GE Block B4 | ECON 309 | | |
| FIN | 3030 | Business Finance preq: ACCT 2100 | FIN 303 | | |
| MGMT | 3060 | Production and Operations Management | MGMT 306 | | |
| MGMT | 3070 | Organizational Behavior and Management | MGMT 307 | | |
| MGMT | 3080 | Business Responsibilities in Society | MGMT 308 | | |
| BUS | 4970 | Capstone: Strategic Management preq: Business Core | MGMT 497 | | |
| MKT | 3100 | Principles of Marketing | MKT 304 | | |

Select One From The Following:

| | | | Quarter Course | Units | Grade |
|------|------|---|----------------|-------|-------|
| ECON | 3030 | Money, Banking, and the Economy preq: ECON 2020 | ECON 303 | | |
| ECON | 3100 | Managerial Economics preq: ECON 2010, ECON 3090 | ECON 310 | | |

OPTION: Marketing Management (28 Units)

| | | Required Courses (16 units): | Quarter Course | Units | Grade |
|-----|------|---|----------------|-------|-------|
| MKT | 3200 | High Performance Professional Skills preq: MKT 3100 | MKT 325 | | |
| MKT | 3400 | Consumer Behavior preq: MKT 3100 | MKT 342 | | |
| MKT | 4449 | Marketing Management preq: MKT 3100, 3200, 3210, 3400, and 4460 or 4461 | MKT 442 | | |
| MKT | 4460 | Marketing Research preq: MKT 3100, ECON 3060 | MKT 446 | | |

Elective Courses (12 units): Select three courses:

| | | | | Units | Grade |
|--|--|--|--|-------|-------|
| | | | | | |
| | | | | | |
| | | | | | |

Bachelor of Science Degree in Business Administration

Option in Marketing Management (100 units)

Pre-approved Elective Courses:

| Pre-approved Elective Courses: | | | Quarter Course | Units | Grade |
|--------------------------------|------|--|----------------|-------|-------|
| MKT | 3210 | Personal Selling preq: MKT 3100 | MKT 341 | | |
| MKT | 3300 | Services Marketing preq: MKT 3100 | MKT 346 | | |
| MKT | 3310 | Nonprofit Marketing preq: MKT 3100 | MKT 453 | | |
| MKT | 3500 | Global Business preq: MKT 3100 | MKT 358 | | |
| MKT | 3600 | Principles of Retailing | MKT 344 | | |
| MKT | 3700 | Marketing Analytics preq: GE Blocks A, B4, +1 from Block B, C, D. | MKT 470 | | |
| MKT | 3800 | Introduction to Social Media Marketing | MKT 380 | | |
| MKT | 3810 | The Syntax of Social Media | MKT 389 | | |
| MKT | 3950 | Community Based Social Marketing preq: GE Blocks A, B4, +1 from Block B, C, D. | MKT 365 | | |
| MKT | 4300 | Marketing in a New Business | MKT 443 | | |
| MKT | 4310 | Business Consulting | MKT 447 | | |
| MKT | 4330 | Entertainment Marketing preq: MKT 3100 | MKT 465 | | |
| MKT | 4410 | Principles of Integrated Marketing Communications preq: MKT 3100 | MKT 340 | | |
| MKT | 4430 | Direct Marketing preq: MKT 3100 | MKT 448 | | |
| MKT | 4454 | Special Topics in Marketing | MKT 454 | | |
| MKT | 4500 | International Marketing preq: MKT 3100 | MKT 456 | | |
| MKT | 4510 | Intercultural Business Communication | MKT 459 | | |
| MKT | 4520 | Import-Export preq: MKT 3500 | MKT 457 | | |
| MKT | 4530 | Global Transportation and Logistics preq: MKT 3100 | MKT 455 | | |
| MKT | 4610 | Digital Marketing and E-commerce preq: MKT 3100 | MKT 460 | | |
| MKT | 4710 | Pricing preq: MKT 3100 | MKT 488 | | |
| MKT | 4800 | Search Engine Marketing and Web Analytics preq: MKT 3800 | MKT 420 | | |
| MKT | 4810 | Mobile Marketing Strategy and App Development preq: MKT 3800 | MKT 421 | | |
| MKT | 4820 | Social Media Marketing Strategy preq: MKT 3800 | MKT 480 | | |
| MKT | 4830 | Social Media and Entrepreneurship preq: MKT 3800 | MKT 483 | | |
| MKT | 4854 | Contemporary Topics in Social Media Marketing preq: MKT 3800 | MKT 484 | | |