

# Bachelors of Science in Business Administration (BSBA)

## Option in Marketing (72 Semester Units)

Catalog Fall 2016

Major Catalog Date: \_\_\_\_\_

Name \_\_\_\_\_ CIN \_\_\_\_\_  
 Last First MI

Email \_\_\_\_\_ Phone \_\_\_\_\_ Term Admitted \_\_\_\_\_

Adviser's Signature \_\_\_\_\_ Date \_\_\_\_\_ Student's Signature \_\_\_\_\_ Date \_\_\_\_\_

<b>SEMESTER - LOWER DIVISION BUS CORE COURSES (15 Units)</b>			<i>Prerequisites</i>	<i>Completed?</i>
ACCT 2100	Principles of Financial Accounting	3		
ACCT 2110	Principles of Managerial Accounting	3	ACCT 2100	
ECON <sup>1</sup> 2010	Principles of Economics I: Microeconomics	3		
ECON <sup>1</sup> 2020	Principles of Economics II: Macroeconomics	3	ECON 2010	
FIN 2050	Legal and Regulatory Environment of Business	3		

<b>SEMESTER - UPPER DIVISION BUS CORE COURSES (30 Units)</b>			<i>Prerequisites</i>	<i>Completed?</i>
BUS <sup>2</sup> 3050	Business Communication ( <i>wi</i> )	3		
BUS 4150	Contemporary Issues in Global Business	3		
CIS 3010	Management Information Systems	3		
ECON <sup>3</sup> 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 <sup>4</sup> 3080	Business Responsibilities in Society	3	Block A (Basic Subjects)	
MKT 3100	Principles of Marketing	3		
BUS 4970	Capstone: Strategic Management	3	All Business Core except BUS 4150	

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. A grade of "C" or better is required to satisfy the Graduation Writing Assessment Requirement (GWAR).

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: Marketing (27 Units)**

<b>Semester - Required Courses (21 units):</b>			<i>Prerequisites</i>	<i>Completed?</i>
MKT <sup>2</sup> 3200	High Performance Professional Skills ( <i>wi</i> )	3	MKT 3100	
MKT 3210	Personal Selling	3	MKT 3100	
MKT 3400	Consumer Behavior	3	MKT 3100	
MKT 3800	Introduction to Social Media Marketing	3		
MKT 4449	Marketing Strategy	3	MKT 3100, 3200, 3210, 3400, and 4460 or 4461	

<b>Select 2 courses from the following 3 courses:</b>			<i>Prerequisites</i>	<i>Completed?</i>
MKT 3700	Marketing Analytics	3	GE Blocks A, B4, +1 from Block B, Blocks C, and D.	
MKT 4460	Marketing Research - Quantitative	3	MKT 3100 and ECON 3060	
MKT 4461	Marketing Research - Qualitative	3	MKT 3100 or Consent of Instructor	

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<b>Semester - Electives (6 units): Select two courses</b>				<i>Prerequisites</i>	<i>Completed?</i>
LIBR	3300	Advanced Information Literacy for Decision Making	3		
MKT	3300	Services Marketing	3	<i>MKT 3100</i>	
MKT	3310	Non-Profit Marketing	3	<i>MKT 3100</i>	
MKT	3500	Global Business	3	<i>MKT 3100</i>	
MKT	3600	Principles of Retailing	3		
MKT	3700	Marketing Analytics	3	<i>GE Blocks A, B4, +1 from Block B, Blocks C, and D.</i>	
MKT	3810	The Syntax of Social Media	3	<i>MKT 3800 or Consent of Instructor</i>	
MKT <sup>5</sup>	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	4310	Business Consulting	3		
MKT	4320	Sustainability Marketing	3	<i>MKT 3100 or Consent of Instructor</i>	
MKT	4330	Entertainment Marketing	3	<i>MKT 3100</i>	
MKT	4400	New Product Development	3	<i>MKT 3100</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	4510	Intercultural Business Communications	3		
MKT	4520	Import/Export	3	<i>MKT 3500</i>	
MKT	4530	Global Transportation and Logistics	3	<i>MKT 3100</i>	
MKT	4600	Retail Buying and Merchandising	3		
MKT	4610	Digital Marketing and E-Commerce	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>	
MKT	4830	Social Media and Entrepreneurship	3	<i>MKT 3800</i>	
MKT	4854	Special Topics in Social Media Marketing	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.*