

Bachelor of Science Degree in Business Administration
Option in Retailing (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)

			<i>Quarter Course</i>	<i>Units</i>	<i>Grade</i>
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)

			<i>Quarter Course</i>	<i>Units</i>	<i>Grade</i>
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:

			<i>Quarter Course</i>	<i>Units</i>	<i>Grade</i>
ECON	3030	Money, Banking, and the Economy preq: ECON 2020	ECON 303		
ECON	3100	Managerial Economics preq: ECON 2010, ECON 3090	ECON 310		

OPTION: Retailing (28 Units)

Required Courses (20 units):			<i>Quarter Course</i>	<i>Units</i>	<i>Grade</i>
MKT	3200	High Performance Professional Skills (wi) preq: MKT 3100	MKT 325		
MKT	3400	Consumer Behavior preq: MKT 3100	MKT 342		
MKT	3600	Principles of Retailing	MKT 344		
*MKT	4600	Retail Buying and Merchandising preq: MKT 3600	*MKT 349		
MKT	4610	Digital Marketing and E-commerce preq: MKT 3100	MKT 460		

Elective Courses (8 units): Select two courses:

			<i>Units</i>	<i>Grade</i>

* Course not equivalent, but used as substitution

Bachelor of Science Degree in Business Administration

Option in Retailing (100 units)

Pre-approved Elective Courses:

			Quarter Course	Units	Grade
MKT	4410	Principles of Integrated Marketing Communications preq: MKT 3100	MKT 340		
MKT	3210	Personal Selling preq: MKT 3100	MKT 341		
MKT	3300	Services Marketing preq: MKT 3100	MKT 346		
MKT	3950	Community Based Social Marketing (cl) preq: GE Blocks A, B4, +1 from Block B, C, D.	MKT 365		
MKT	3800	Introduction to Social Media Marketing	MKT 380		
MKT	3810	The Syntax of Social Media	MKT 389		
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	4449	Marketing Management preq: MKT 3100, 3200, 3210, 3400, and 4460 or 4461	MKT 4449		
MKT	4300	Marketing in a New Business	MKT 443		
MKT	4310	Business Consulting	MKT 447		
MKT	4430	Mail Order/Direct Response Marketing preq: MKT 3100	MKT 448		
MKT	4454	Special Topics in Marketing	MKT 454		
MKT	4330	Entertainment Marketing preq: MKT 3100	MKT 465		
MKT	3700	Marketing Analytics preq: GE Blocks A, B4, +1 from Block B, C, D.	MKT 470		
MKT	4820	Social Media Marketing Strategy preq: MKT 3800	MKT 480		
MKT	4830	Social Media and Entrepreneurship preq: MKT 380	MKT 483		
MKT	4854	Contemporary Topics in Social Media Marketing preq: MKT 3800	MKT 484		
MKT	4710	Pricing preq: MKT 3100	MKT 488		
ART	3400	Art Production Practicum requires permission from dept	ART 340		