

Bachelor of Science in Business Administration

Option/Concentration in Marketing Management

A student's catalog year determines the degree requirements a student must fulfill in order to graduate. This so-called "contract year" between student & university governs all requirements-major, general education, university-for a student's graduation. To find your catalog year, check your Degree Audit Report (DAR) or consult with your academic advisor.

Your catalog year will not change due to semester conversion, unless you request a change & it is approved.

QUARTER MAJOR REQUIREMENTS				SEMESTER MAJOR REQUIREMENTS			
Catalog Years: 2015-2016 through 2017-2018				Catalog Year: 2018-2019			
Lower Division Core: 29-33 Quarter Units				Lower Division Core: 21 Semester Units			
Minimum Grade Required: C				Minimum Grade Required: C-			
ITM 1270	Fund. of Info. Systems & Appl. or Digital Prof. Test	0-4		STAT 110	Elem. of Statistics for Bus. & Econ.	3	
STAT 2010	Elem. of Statistics for Bus. & Econ.	5		or STAT 100	Elem. of Statistics & Probability	3	
or STAT 1000	Elem. of Probability & Statistics	5		MATH 180	Business Math with Calculus	3	
MATH 1810	Math for Business & Social Sciences	4		or MATH 130	Calculus I	3	
or MATH 1304	Calculus I	4		ACCT 210	Intro to Financial Acctg.	3	
ACCT 2251	Intro to Financial Acctg.	4		ACCT 215	Intro to Managerial Acctg.	3	
ACCT 2253	Intro to Managerial Acctg.	4		ECON 200	Prin. of Microeconomics	3	
ECON 2301	Prin. of Microeconomics	4		ECON 205	Prin. of Macroeconomics	3	
ECON 2302	Prin. of Macroeconomics	4		BUS 220	Legal Environment of Business	3	
ACCT 2701	Legal Environment of Business	4					
Upper Division Core: 40 Quarter Units				Upper Division Core: 33 Semester Units			
Minimum Grade Required: D				Minimum Grade Required: C-			
MGMT 3560	Professional Business Ethics	4		BUS 320	Business & Professional Ethics	3	
MKTG 3401	Marketing Principles	4		BUS 325	Marketing Principles	3	
FIN 3300	Financial Mgmt. [LD CORE]	4		BUS 330	Financial Management [LD CORE]	3	
ITM 3060	Information Technology Mgmt. [ITM 1270]	4		BUS 340	Information Technology Management	3	
MGMT 3100	Decision Science	4		MGMT 350	Decision Science [MATH 180; STAT 110]	3	
MGMT 3614	Organizational Behavior	4		BUS 310	Organizational Behavior	3	
MGMT 3620	Prod. & Oper. Mgmt. [ECON 3551; MGMT 3100]	4		BUS 360	Operations Management [MGMT 350]	3	
MGMT 4500	Business, Government & Society	4		BUS 370	Business, Government & Society [BUS 320]	3	
ECON 3551	Managerial Econ. & Bus. Strategy [MATH 1810]	4		ECON 380	Managerial Econ. & Bus. Strategy [MATH 180]	3	
MGMT 4670	Multinational Business	4		BUS 385	International Business	3	
or ECON 3107	Global Economic Analysis	4		or ECON 385	Global Economic Analysis [ECON 200 or 205]	3	
				BUS 335	Communications in Team Building	3	
Capstone: 4 Quarter Units Minimum Grade: D				Capstone: 3 Semester Units Minimum Grade: C			
Prerequisites: FIN 3300; MKTG 3401; MGMT 3100, 4500				Prerequisites: BUS 325, 330, 370; MGMT 350			
MGMT 4650	Seminar in Strategic Business Management	4		BUS 499	Seminar in Strategic Business Management	3	
Marketing Management Option: 24 Quarter Units				Marketing Management Concentration: 18 Semester Units			
Required Courses: 12 Quarter Units [Prerequisite, Minimum Grade: D]				Required Courses: 9 Semester Units [Prerequisite, Minimum Grade: C-]			
MKTG 3445	Marketing Research [MKTG 3401]	4		MKTG 310	Marketing Research	3	
MKTG 4400	Integrated Marketing Mgmt. [MKTG 3401]	4		MKTG 440	Marketing Strategy	3	
MKTG 4417	Consumer Behavior [MKTG 3401]	4		MKTG 314	Consumer Behavior	3	
Quarter Elective Courses: 12 Quarter Units, Select three electives				Semester Elective Courses: 9 Semester Units, Select three electives			
MKTG 3415	Personal Selling	4					
MKTG 3425	Promotion	4					
MKTG 4435	Services Marketing	4					
MKTG 3410	Advertising Management [MKTG 3401]	4		MKTG 426	Advertising & Promotion Mgmt.	3	
MKTG 3440	Products and Pricing [MKTG 3401]	4		MKTG 420	Product, Service & Brand Mgmt	3	
MKTG 4415	Corporate Communications [MKTG 3401]	4		MKTG 415	Corporate Communications	3	
MKTG 4450	Marketing Seminar [MKTG 3401]	4		MKTG 497	Seminar in Selected Marketing Topics	3	
MKTG 4470	International Marketing [MKTG 3401]	4		MKTG 430	International Marketing	3	
				MKTG 312	Marketing Analytics	3	
				MKTG 424	Sales Management	3	
				MKTG 425	Business-to-Business Marketing	3	
				MKTG 427	Digital Marketing & Social Media	3	
Total: 97-103 Quarter Units				Total: 75 Semester Units			