

BS Business Administration - Marketing Management Concentration + MBA Marketing Management Concentration program FAST Program (25-26)

Note: This FAST program supports one concentration in the BS Business Administration coupled with one concentration in the MBA.

Total FAST Program Units (BS + MBA) 120+30 = 150

Business Administration, B.S. Program, Marketing Management Concentration (120 units)

Degree Requirements Unit-Outline

- A baccalaureate of science degree requires a total of 120 units:
 - The major requirements consists of 72 units;
 - General Education (GE) & Graduation Requirements (GR) consist of 52 units;
 - Free Electives may consist of 0 units (actual number of free elective units may depend on GE/GR units).

Note: It may be possible to double-count units within the graduation requirements or that a course may satisfy both a graduation requirement and a major requirement. Students should contact their program advisors for information.

Business Administration Major Requirements (72 units)

Note the following:

- *All lower division core, upper division core, and concentration courses are 3 semester units each, and must be taken for a letter grade. Credit/No Credit is not accepted.*
- *All courses for the major (including lower division, upper division, concentration, and capstone courses) must be completed with a letter grade of "C-" or better.*

Lower Division Core Courses

The following 21 units of lower-division coursework are required:

ACCT 210 - Introduction to Financial Accounting Units: 3
ACCT 215 - Introduction to Managerial Accounting Units: 3
ECON 200 - Principles of Microeconomics Units: 3 ; Breadth Area: GE-4

ECON 205 - Principles of Macroeconomics *Units: 3 ; Breadth Area: GE-4*
STAT 110 - Elements of Statistics for Business and Economics *Units: 3*
MATH 110 - Finite Mathematics for Business *Units: 3 ; Breadth Area: GE-2*
or MATH 110E

Plus, choose one (1) course from the following:

ACCT 220 - Legal Environment of Business *Units: 3 ; Breadth Area: GE-4; Social Justice*

ACCT 320 - Business Law for Accountants *Units: 3*

Upper Division Core Courses

Eighteen (18) units of upper-division coursework is required.

FIN 300 - Financial Management *Units: 3*

MGMT 310 - Organizational Behavior *Units: 3*

MGMT 350 - Decision Science *Units: 3 ; Breadth Area: GE-UD-5*

MGMT 499 - Seminar in Strategic Business Management *Units: 3*

MKTG 300 - Marketing Principles *Units: 3*

Plus, choose one (1) course from the following:

ECON 385 - Global Economic Analysis *Units: 3 (Recommended for Business Economics concentration students)*

MGMT 385 - International Business *Units: 3*

FAST Program Courses

Students must complete four (4) courses of the following for 12 units:

- MGMT 608 – Operations and Supply Chain Management *Units: 3*
- ECON 606 – Managerial Economics *Units: 3*

And 2 courses from the list below:

- MKTG 610 – Marketing Research *Units: 3*
- MKTG 628 – Digital Marketing *Units: 3*
- MKTG 634 – Seminar in Social and Digital Media Analytics *Units: 3*
- MKTG 697 – Seminar in Selected Marketing Topics *Units: 3*

Concentration Requirements

Students must select one (1) concentration for 21 units:

Marketing Management Concentration

Foundation Courses

The following 9 units are required:

- **ITM 300 - Information Technology Management** *Units: 3*
- **MGMT 300 - Business and Professional Ethics** *Units: 3 ; Breadth Area: Social Justice*
- **MGMT 370 - Business, Government and Society** *Units: 3 ; Breadth Area: Sustainability Overlay*

Required Courses

The following 9 units are required:

- **MKTG 310 - Marketing Research** *Units: 3*
- **MKTG 314 - Consumer Behavior** *Units: 3*
- **MKTG 440 - Marketing Strategy** *Units: 3*

Elective Courses

Select one (1) courses for 3 units from the following list:

- MKTG 312 - Marketing Analytics** *Units: 3*
- MKTG 415 - Corporate Communications** *Units: 3*
- MKTG 420 - Product, Service, and Brand Management** *Units: 3*
- MKTG 424 - Sales Management** *Units: 3*
- MKTG 425 - Business-to-Business Marketing** *Units: 3*
- MKTG 426 - Advertising and Promotion Management** *Units: 3*
- MKTG 427 - Digital Marketing and Social Media** *Units: 3*
- MKTG 430 - International Marketing** *Units: 3*
- MKTG 432 - Marketing for New Ventures** *Units: 3*
- MKTG 434 - Social and Digital Media Analytics** *Units: 3*
- MKTG 497 - Seminar in Selected Marketing Topics** *Units: 3*

Note: An introductory course in Psychology is strongly recommended. It may also satisfy lower division G.E. requirements.

Other Undergraduate Degree Requirements

In addition to major requirements, every student must also complete the University's baccalaureate requirements for graduation, which are described in the [Undergrad Baccalaureate & Program Requirements](#) chapter of this catalog.

Business Administration, M.B.A Program, Marketing Management Concentration (30 units)

The following departmental requirements are in addition to the university requirements:

Core Courses

The following 21 core and capstone units are required for all M.B.A. students:

- [ACCT 604 - Financial Accounting](#) *Units: 3*
- [FIN 605 - Corporate Financial Management](#) *Units: 3*
- [MGMT 601 - Leading People and Organizations](#) *Units: 1.5*
- [MGMT 602 - Business Analytics for Managers](#) *Units: 3*
- [MGMT 603 - Managing Complex Issues in Global Context](#) *Units: 3*
- [MGMT 609 - Negotiation and Conflict Resolution](#) *Units: 3*
- [MKTG 601 - Managerial Communication](#) *Units: 1.5*
- [MKTG 607 - Marketing Management](#) *Units: 3*

Concentrations

Students must select one (1) of the following 12-unit concentrations:

- Business Administration, M.B.A.: Marketing Management Concentration

Marketing Management Concentration

Required Courses

Students select any two (2) courses, for 6 units, from the following:

- MKTG 610 - Marketing Research *Units: 3*
- MKTG 612 - Marketing Analytics *Units: 3*
- MKTG 620 - Product and Brand Management *Units: 3*
- MKTG 624 - Sales and Distribution Management *Units: 3*
- MKTG 626 - Integrated Marketing Communications *Units: 3*
- MKTG 628 - Seminar in Digital Marketing *Units: 3*
- MKTG 632 - Seminar: New Venture Marketing *Units: 3*
- MKTG 634 - Seminar in Social and Digital Media Analytics *Units: 3*
- MKTG 636 - Marketing Data Visualization *Units: 3*
- MKTG 637 - Mobile Marketing and Artificial Intelligence *Units: 3*
- MKTG 638 - Database Marketing *Units: 3*
- MKTG 697 - Seminar in Selected Marketing Topics *Units: 3*

If a MKTG course was taken as a FAST elective in the bachelor's portion of the program, it may not be repeated or used for credit here.

Business Administration, M.B.A. Capstone Requirement

The following capstone is required for 3 units to complete the degree:

- MGMT 693 - Strategic Management Capstone (Project) *Units: 3*

Other Graduate & Post-Baccalaureate Degree Requirements

In addition to departmental requirements, every student must also satisfy the University requirements for graduation as described throughout this catalog. These include the 70% unit residence requirement; the five-year rule on currency of subject matter; the minimum number of units in 600-level courses; the "C" minimum grade for each graduate course; and the 3.00 grade point average in all units counted towards the degree.