

## **BS Business Administration - Marketing Management Concentration + MBA Marketing Management Concentration program FAST Program (26-27)**

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

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

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### **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)**

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*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**

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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

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

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 - Finite Math for Business with Extra Support Units: 4 ; Breadth Area: GE-2

## Upper Division Core Courses

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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

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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

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

### Marketing Management Concentration

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## Foundation Courses

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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

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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

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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*

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

## Other Undergraduate Degree Requirements

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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.

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

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

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### **Core Courses**

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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**

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

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

## **Marketing Management Concentration**

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### **Required Courses**

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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**

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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**

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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.