

Name: Plan:

SubPlan/Option:

Min. Units Required:

120 units

**Business Administration, B.S.** Marketing Management

2021-2022 University Catalog **Degree Curriculum Sheet** 

51 units Major Required ACC2070 - Financial Accounting for Decision Making (3) ACC2080 - Managerial Accounting for Decision Making (3) BUS2500 - Applied Business Communication (3) BUS4950 - Strategic Management (3) CIS1010 - Introduction to Personal Computing (3)1 CIS3100 - Management Information Systems (3) EC2201 - Principles of Microeconomics (3) EC2202 - Principles of Macroeconomics (3) FRL2013 - The Legal Environment of Business and its Transactions (3) FRL3000 - Managerial Finance (3) IBM3012 - Principles of Marketing Management (3) MAT1250 - Introductory Calculus for Business (3) (B4) MHR3010 - Principles of Management (3) MHR3020 - Organizational Behavior (3) (D4) STA1200 - Statistics with Applications (3) (B4) TOM3010 - Operations Management (3) TOM3020 - Statistical Foundations for Business Analytics (3) Note(s): All students in any College of Business Administration subplan, and all other students taking certain business courses, must demonstrate proficiency with specific personal computer software packages. The proficiency must be demonstrated prior to taking any business course with the term "personal computer proficiency" in the prerequisite list. Some business courses identify specific personal computer packages in their prerequisite lists. In these cases, proficiency in the noted packages must be demonstrated prior to taking the course. 1 Personal Computer Proficiency must be demonstrated by satisfying one of the following three alternatives: 1) CIS 1010, 2) personal computer proficiency test in Word, Excel, Access, and PowerPoint, or 3) an approved college course. There are no units associated with the personal computer proficiency test. If the test is passed, then electives in subplan selected may be increased by 3 units. Subplan/Option Required 17 units IBM2000 - Special Study for Lower Division Students (1-3) (Topic: Marketing Students; 2-units required) IBM3202 - Market Analysis and Control (3) IBM3302 - Marketing Research (3) IBM4112 - Consumer Behavior (3) IBM4212 - Marketing Problems (3) PSY2201 - Introduction to Psychology (3) (E) Subplan/Option Electives 13 units Any combination of courses listed below will satisfy the required 13 units. Emphases are listed to provide guidance for helping students to choose courses of interest that best fit your career IBM4312 - Marketing Channels (3) IBM4410 - Internship in Marketing and International Business (1-3) goals, but there is no requirement for choosing a specific emphasis for fulfilling these units. Personal Computer Proficiency Requirement **Promotion Emphasis** 13 units 1 (see policy statement in College of Business Administration introductory section). Emphasis Recommended 6 units BM3072 - Promotional Strategies (3) IBM3262 - Interactive Marketing (3) Emphasis Other 7 units IBM3282 - Social Media Marketing (3) IBM3292 - Mobile Marketing (3) IBM4032 - E-marketing (3) IBM4052 - Advertising Management (3) IBM4410 - Internship in Marketing and International Business (1-3) IBM4432 - Advertising Media Analysis and Planning (3) Professional Selling Emphasis 13 units Emphasis Recommended 9 units IBM3062 - Professional Selling (3)

4 units

Entertainment Emphasis	13 units
Emphasis Recommended	3 units
IBM3072 - Promotional Strategies (3)	
Emphasis Other	10 units
Select 6 units from the following:	
IBM4932 - Event and Destination Marketing (3)	
IBM XXXX - Any other IBM course (3)	
Marketing Research Emphasis	13 units
Emphasis Recommended	9 units
IBM4072 - Qualitative Marketing Research (3)	
IBM4202 - Marketing Analytics (3)	
IDW4352 - Walkeling nesearch Fracticum (3)	
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IBM4990 - Special Topics for Upper Division Students (1-3)	
Emphasis Other	4 units
IBM4410 - Internship in Marketing and International Business (1-3)	
, , , , , , , , , , , , , , , , , , , ,	13 units
	6 units
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IBM3072 - Promotional Strategies (3)	
Emphasis Other	7 units
IBM3082 - Retail Management (3)	
IBM4102 - Marketing for Small Business Organizations (3)	
IBM4141 - International Marketing (3) IBM4312 - Marketing Channels (3)	
	Emphasis Recommended  IBM3072 - Promotional Strategies (3) Emphasis Other  Select 6 units from the following: IBM4912 - Marketing of Movies (3) IBM4922 - Sports Marketing (3) IBM4922 - Sports Marketing (3) IBM4932 - Event and Destination Marketing (3) Select 4 units from the following: IBM4410 - Internship in Marketing and International Business (1-3) IBM XXXX - Any other IBM course (3) Marketing Research Emphasis Emphasis Recommended  IBM4072 - Qualitative Marketing Research (3) IBM4092 - Advanced Marketing Research (3) IBM4192 - Data Mining for Marketing Decisions (3) IBM4192 - Data Mining for Marketing and International Business (1-3) IBM4992 - Marketing Analytics (3) IBM4992 - Marketing Research Practicum (3)  With approval of advisors: IBM4000 - Special Study for Upper Division Students (1-3) IBM4990 - Special Topics for Upper Division Students (1-3) IBM4990 - Special Topics for Upper Division Students (1-3) IBM4990 - Special Topics for Upper Division Students (1-3) IBM4990 - Special Topics for Upper Division Students (1-3) IBM4990 - Special Topics for Upper Division Students (1-3) IBM4990 - Special Topics for Upper Division Students (1-3) IBM4990 - Special Topics for Upper Division Students (1-3) IBM4990 - Special Topics for Upper Division Students (1-3) IBM4990 - Special Topics for Upper Division Students (1-3) IBM4002 - Internship in Marketing and International Business (1-3) IBM3002 - Professional Selling (3) IBM3002 - Professional Selling (3) IBM302 - Retail Management (3) IBM302 - Retail Management (3) IBM4102 - Marketing of Services (3) IBM4104 - International Marketing (3) IBM4104 - International Marketing (3)

<u>neral Education Requirements</u>

48 Units

lents should view their Degree Progress Report (DPR) for information regarding their eral Education requirements. Unless specific GE courses are required for their major, please to the list of approved courses in the General Education Program in the University Catalog, log.cpp.edu. When viewing the catalog, students should select the catalog year associated the GE requirements listed in their Degree Progress Report.

# A. English Language Communication and Critical Thinking (9 units)

ast 3 units from each sub-area

- Oral Communication
- 2. Written Communication
- Critical Thinking

### B. Scientific Inquiry and Quantitative Reasoning (12 units)

ast 3 units from B1, B2, B4, and B5 including 1 unit of lab from B1 or B2 to fulfill B3

- I. Physical Sciences
- Life Sciences
- Laboratory Activity
- 4. Mathematics/Quantitative Reasoning
- 5. Science and Technology Synthesis

## C. Arts and Humanities (12 units)

ast 3 units from each sub-area and 3 additional units from sub-areas 1 and/or 2

- I. Visual and Performing Arts
- 2. Literature, Modern Languages, Philosophy and Civilization
- 3. Arts and Humanities Synthesis

#### D. Social Sciences (9 units)

ast 3 units from each sub-area

- I. U.S. History and American Ideals
- 2. U.S. Constitution and California Government
- 4. Social Science Synthesis

# E. Lifelong Learning and Self-Development (3 units)

F. Ethnic Studies (3 units)

## erdisciplinary General Education

Iternate pattern for partial fulfillment of GE Areas A, C, and D available for students is the disciplinary General Education (IGE) program. Students should see an advisor for specific GE coursework required by their major. Please refer to the University Catalog General Education Program section for additional information.

### How IGE fulfills General Education Requirements:

Year	Completion of IGE Courses	Satisfies GE Requirements
First	IGE 1100, IGE 1200	A2 and C2
Second/Third	IGE 2150, IGE 2250	D1 and C2
	IGE 2350	C1
	IGE 3100	C3 or D4

# American Institutions

6 Units

18 Units

Courses that satisfy this requirement may also satisfy GE Area D1 and D2.

# Graduation Writing Test

All persons who receive undergraduate degrees from Cal Poly Pomona must pass the Graduation Writing Test (GWT). The test must be taken by the semester following completion of 60 units for undergraduates.

IBM4352 - Advanced Professional Selling (3) IBM4382 - Applied Sales Communication (3)

IBM XXXX - Any other IBM course (3)

IBM4410 - Internship in Marketing and International Business (1-3)

Emphasis Other