

**Business Administration, B.S. - Marketing Management Subplan/Option: 120 units**  
**Associate Degree Transfer, Business Administration, AS-T**  
**2021-2022 Academic Year**

*Students should adhere to this recommended plan to ensure completion of 60 additional units.*

	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
<b>Year 1</b>	IBM 3012 Principles of Marketing Management [FSpSu]	Prereq: Completion of GE Area A2.	3	IBM 2000 Special Study for Lower Division Students [FSp]	Topic Marketing Students; 2 units required. Select sections with Class Notes: This class is intended for Marketing Management students only.	2	<i>If student did not complete CIS 1010 equivalent at their community college, they must pass the Personal Computer Proficiency Test (PCPT) in order to complete their program at Cal Poly Pomona within 60 units.</i>
	TOM 3020 Statistical Foundations for Business Analytics [FSpSu]	Prereq: STA 120, STA 1200, or STA 1202; and MAT 125 or MAT 1250, MAT 114 and MAT 115, or MAT 1140.	3	IBM 3302 Marketing Research [FSpSu]	Prereq: TOM 302 or TOM 3020 ; and IBM 301 or IBM 3012.	3	
	MHR 3010 Principles of Management [FSpSu]	Prereq: Sophomore standing and completion of GE Area A2.	3	IBM 4112 Consumer Behavior [FSpSu]	Prereq: PSY 201 or PSY 2201; Undergraduate standing; and IBM 301, MKT 301, or IBM 3012.	3	
	CIS 3100 Management Information Systems [FSpSu]	Prereq: ACC 207 and 207A or ACC 2070; and CIS 101, CIS 1010, or PCPT.	3	TOM 3010 Operations Management [FSpSu]	Prereq: STA 120, STA 1200, or STA 1202.	3	
	MHR 3020 Organizational Behavior (D4) [FSpSu]	Prereq: Upper division standing; and Lower division GE requirements in Areas A and D, and sub-area B4.	3	Option Electives	Select from Curriculum Sheet	3	
			0	GE Area B5: Science and Technology Synthesis [FSpSu]	Prereq: Junior or senior standing; and Lower division GE requirements in Area A and B.	3	
	<b>Total Units</b>			<b>15</b>	<b>Total Units</b>		

Year 2	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
	IBM 3202 Market Analysis and Control [FSpSu]	Prereq: IBM 200, and C or better in IBM 301 or IBM 3012.	3	BUS 4950 Strategic Management [FSpSu]	Prereq: ACC 2070 or ACC 207; ACC 2080 or ACC 208; CIS 3100 or CIS 310; FRL 2013 or FRL 201; FRL 3000 or FRL 300; IBM 3012 or IBM 301; MHR 3010 or MHR 301; MHR 3020 or MHR 318; TOM 3010 or TOM 301; TOM 3020 or TOM 302; BUS 3000 or MAT 125; BUS 3102 or STA	3	
Option Electives [FSp]	Select from Curriculum Sheet	3	IBM 4212 Marketing Problems [FSpSu]	Prereq: IBM 320 or IBM 3202; IBM 330, IBM 408, or IBM 3302; and IBM 411 or IBM 4112.	3		
Option Electives [FSp]	Select from Curriculum Sheet	3	Option Electives [FSp]	Select from Curriculum Sheet	3		
FRL 3000 Managerial Finance [FSpSu]	Prereq: EC 201 or EC 2201; EC 202 or EC 2202; ACC 207/A or ACC 2070; ACC 208/A or ACC 2080; and C or better in MAT 125 or MAT 1250, MAT 114 and MAT 115, or MAT 1140.	3	HST 3340 History of American Institutions and Ideals, 1877-present (C3, Amer. Ideals Part A) [FSp]	If American Ideals requirement has been satisfied by lower division transferred courses, take any C3 Upper Division Arts and Humanities Synthesis course.	3		
American Ideals Part B [FSp]	Choice from PLS 2010 [FSp], or PLS 4205 [FSp]. If American Ideals requirement has been satisfied by lower division transferred courses, take any unrestricted elective.	3	IBM 4410 Internship in Marketing and International Business [FSpSu]	Prereq: Undergraduate Standing.	1		
<i>File an application to graduate</i>							
<b>Semester Total Units</b>		<b>15</b>	<b>Semester Total Units</b>		<b>13</b>		
					<b>Total Units</b>	<b>60</b>	