

**International Business and Marketing Department  
Marketing Management Program  
Curriculum Year: 2009-2010**

*Your department has developed this road plan, taking into account prerequisites and schedule restrictions.  
You should pay attention to these concerns when deviating from this plan.*

Year 1	Fall	Units	Winter	Units	Spring	Units	Comment
	<b>CIS 101 or Elective</b> Major Support	4	<b>MAT 125</b> Major Support	4	<b>EC 201</b> Major Support/GE Area D2	4	<i>Microcomputer proficiency must be demonstrated with CIS 101, a microcomputer proficiency skills test in Word, Excel, and PowerPoint, or an approved college course. If skills test is used, then support electives must be increased by 4 units.</i>
	<b>STA 120</b> Major Support /GE Area B4	4	<b>GE</b> Any approved course in area B1 or B2 and B3 E	4	<b>PSY 201</b> Major Support/GE Area E	4	
	<b>ENG 104</b> GE Area A2	4	<b>GE</b> Any approved course in area B1 or B2	4	<b>GE</b> Any approved course in area A3	4	<i>STA 120 may be used to satisfy GE area B1. EC 201 or 202 may be used to satisfy GE area D2.PSY 201 may be used for GE area E</i>
			<b>GE</b> Any approved course in area A1	4	<b>GE</b> Any approved course in area C1	4	
	<i>Only 3 classes are recommended in the first quarter</i>						
	<b>Total Units</b>	<b>12</b>	<b>Total Units</b>	<b>16</b>	<b>Total Units</b>	<b>16</b>	
<b>Total Units for Year</b>						<b>44</b>	

Year 2	Fall	Units	Winter	Units	Spring	Units	Comment
	<b>EC 202</b> Major Support	4	<b>ACC 207/207A</b> Major Core	5	<b>ACC 208/208A</b> Major Core	5	
	<b>FRL 201</b> Major Core	4	<b>IBM 301</b> Major Core	4	<b>GE</b> Any approved course in area C3	4	
	<b>GE</b> Any approved course in area D1	4	<b>IBM 200-01</b> Major Core	2	<b>Elective</b> Major Support	4	
	<b>GE</b> Any approved course in area C2	4	<b>GE</b> Any approved course in area D1	4	<b>MHR 301</b> Major Core	4	
	<b>Total Units</b>	<b>16</b>	<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>17</b>	
<b>Total Units for Year</b>						<b>48</b>	

Year 3	Fall	Units	Winter	Units	Spring	Units	Comment
	<b>TOM 302</b> Major Core	3	<b>FRL 300</b> Major Core	3	<b>IBM 411</b> Major Core	4	<i>Career Track Electives must total at least 22 units and must be approved by major advisor.</i>
	<b>IBM 320</b> Major Core	4	<b>IBM 408</b> Major Core	4	<b>Career Track Elective</b> Major Core	4	
	<b>MHR 318</b> Major Core	4	<b>IBM 414</b> Major Core	4	<b>FRL 301</b> Major Core	4	
	<b>CIS 310</b> Major Core	4	GE Any approved course in area D3	4	<b>Career Track Elective</b> Major Core	4	
	<i>Take the Graduation Writing Test</i>						
	<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>16</b>	
					<b>Total Units for Year</b>	<b>46</b>	

Year 4	Fall	Units	Winter	Units	Spring	Units	Comment
	<b>TOM 301</b> Major Core	4	<b>MHR 410</b> <b>TOM 411</b> Select one course from above Major Core	4	<b>IBM 421</b> Major Core	4	<i>All GE Area A courses and all lower division GE courses in a GE area must be completed before taking the GE Synthesis course in that area.</i>
	<b>Career Track Elective</b> Major Core	4	<b>Career Track Elective</b> Major Core	2	<b>Career Track Elective</b> Major Core	4	
	<b>GE Synthesis</b> Any approved course in area B5, C4, or D4	4	<b>GE Synthesis</b> Any approved course in area B5, C4, or D4	4	<b>Career Track Elective</b> Major Core	4	
	<b>Elective</b> Major Support	4	<b>GE Synthesis</b> Any approved course in area B5, C4, or D4	4			
	<i>Request a graduation check</i>				<i>File an application to graduate</i>		
	<b>Total Units</b>	<b>16</b>	<b>Total Units</b>	<b>14</b>	<b>Total Units</b>	<b>12</b>	
					<b>Total Units for Year</b>	<b>42</b>	

<b>Total Units on Plan</b>	<b>180</b>
<b>Major Core Units</b>	<b>92</b>
<b>Major Support Units</b>	<b>20</b>
<b>General Education Units</b>	<b>68</b>
<b>Unrestricted Elective Units</b>	<b>0</b>