



**California State Polytechnic University, Pomona  
Degree Curriculum Sheet**

Plan (Major) BUSINESS ADMINISTRATION  
Subplan/Option Marketing Management

Catalog Year 2011-2012 Name \_\_\_\_\_  
Minimum Units Required 180 Student ID \_\_\_\_\_

Evaluator \_\_\_\_\_  
MCP Satisfied      Yes      No  
GWT Satisfied      Yes      No

Required Core Courses		
Course		Units
FIN Acctg for Decision Making	ACC 207/207A	4/1
Managerial Acctg for Decision Making	ACC 208/208A	4/1
Mgmt Information Systems	CIS 310	4
Leg Env of Business Transactions	FRL 201	4
Managerial Finance I	FRL 300	3
Managerial Finance II	FRL 301	3
Prin Mktg Management	IBM 301	4
Prin of Management	MHR 301	4
Organizational Behavior	MHR 318	4
Operations Management	TOM 301	4
Managerial Statistics	TOM 302	4
Strategic Management	MHR 410	4
or Strategic Management	TOM 411	(4)
<b>Total Units</b>		<b>48</b>

Required Subplan/Option Core Courses		
Course		Units
Special Problems Lower-Division Marketing Students	IBM 200-01	2
Mkt Analysis & Cont	IBM 320	4
Market Research I	IBM 408	4
Buyer Behavior	IBM 411	4
International Marketing	IBM 414	4
Mkt Prob	IBM 421	4
<b>Total Units</b>		<b>22</b>

Elective Subplan/Option Core Courses		
Course		Units
Select a minimum of 22 units of courses with Advisor approval (Career Track)		22
<b>Total Units</b>		<b>22</b>

Required Support Courses		
Course		Units
Introduction to Microcomputing	CIS 101 <sup>1</sup>	4
Principles of Economics (D2)	EC 201	4
Principles of Economics (D2)	EC 202	4
Intro Calculus for Business (B4)	MAT 125	4
General Psychology (E)	PSY 201	4
Statistics with Applications (B4)	STA 120	4
<b>Total Units</b>		<b>20-24</b>

Unrestricted Electives		
Course		Units
Unrestricted Electives		0-12
Select a sufficient number of courses so that the total from "Required Support," "GE," and "Unrestricted Electives" is at least 88 units.		
<b>Total Units</b>		<b>0-12</b>

Other Major (Plan) Requirements
<sup>1</sup> Microcomputer proficiency must be demonstrated by satisfying one of the following three alternatives: 1) CIS 101, 2) microcomputer proficiency skills tests in Word, Excel, and PowerPoint, or 3) an approved college course. There are no units associated with the Microcomputer Proficiency Skills Test.

General Education Requirements		
Area		Units
<b>Area A Communication &amp; Critical Thinking</b>		<b>12</b>
1 Oral Communication		
2 Written Communication		
3 Critical Thinking		
<b>Area B Mathematics &amp; Natural Sciences</b>		<b>16</b>
<i>Select at least one lab course from sub-area 1 or 2.</i>		
1 Physical Science		
2 Biological Science		
3 Laboratory Activity		
4 Math/Quantitative Reasoning		
5 Science & Technology Synthesis		
<b>Area C Humanities</b>		<b>16</b>
1 Visual and Performing Arts		
2 Philosophy and Civilization		
3 Literature and Foreign Language		
4 Humanities Synthesis		
<b>Area D Social Sciences</b>		<b>20</b>
1 U.S. History, Constitution, American Ideals		
2 History, Economics and Political Science		
3 Sociology, Anthropology, Ethnic & Gender Studies		
4 Social Science Synthesis		
<b>Area E Lifelong Understanding &amp; Self Development</b>		<b>4</b>
<b>Total Units</b>		<b>68</b>

American Institutions	Units
Courses that satisfy this requirement may also satisfy G.E. Area D1	8

American Cultural Perspectives Requirement	Units
Refer to catalog for list of courses that satisfy this requirements. Course may also satisfy major, minor, GE, or unrestricted elective requirements.	4

The following required support courses should be taken to satisfy the indicated GE Requirements to achieve the minimum units to degree listed at the top of this sheet.		
Course		GE Area
Statistics with Applications	STA 120	B4
or Intro Calculus for Business	MAT 125	(B4)
Principles of Economics	EC 201	D2
or Principles of Economics	EC 202	(D2)
General Psychology	PSY 201	E
The remaining GE requirements may be satisfied by any course approved for that area.		

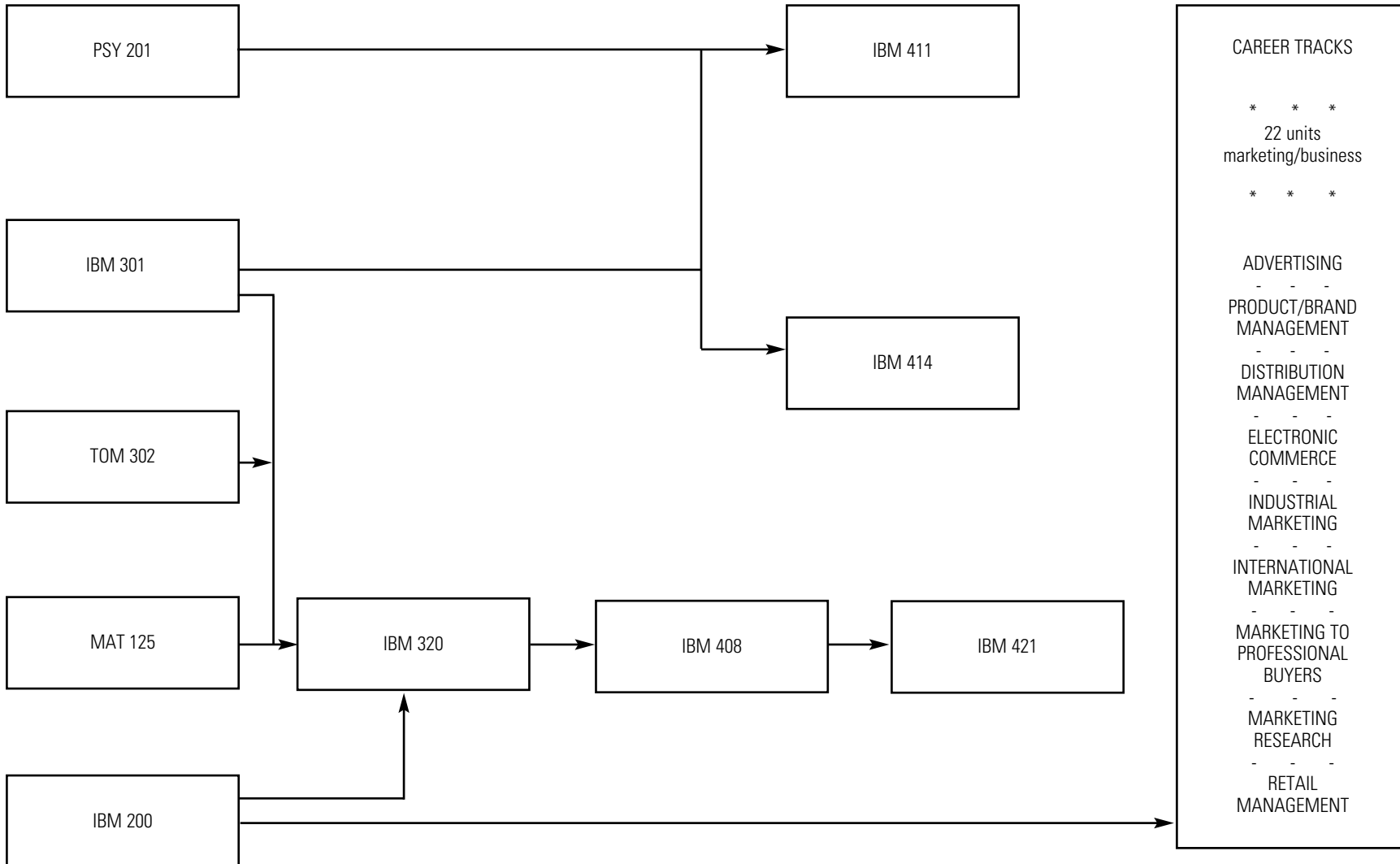
No more than 105 community college quarter units or 36 extension credit quarter units may be applied toward a Bachelor's degree.  
A minimum 2.0 cumulative GPA is required in core (including option) courses, Cal Poly Pomona courses, and overall work completed in order to receive a degree in this major.

# MARKETING MANAGEMENT CURRICULUM FLOW CHART

## PREREQUISITE COURSES

## REQUIRED MARKETING COURSES

## MAJOR ELECTIVES/CAPSTONE



Prerequisites must be completed before required marketing courses can be taken

IBM 200 must be completed before career track electives can be taken

IBM 421 prerequisites are IBM 408 and 411