

**International Business and Marketing Department**  
**Marketing Management Program**  
**Curriculum Year: 2011-2012**

*Your department has developed this roadmap/educational 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	MAT 125 Major Support	4	<b>EC 201</b> Major Support/General Education 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>  <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. If courses are used to satisfy GE, then 4 units of major support electives must be taken for each course up to a maximum of 12 units.</i>
	<b>STA 120</b> Major Support /General Education Area B4	4	<b>General Education</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> General Education Area A2	4	<b>General Education</b> Any approved course in area B1 or B2	4	<b>General Education</b> Any approved course in area A3	4	
			<b>General Education</b> Any approved course in area A1	4	<b>General Education</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>General Education</b> Any approved course in area C3	4	
	<b>General Education</b> Any approved course in area D1	4	<b>IBM 200-01</b> Major Core	2	<b>Elective</b> Major Support	4	
	<b>General Education</b> Any approved course in area C2	4	<b>General Education</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	4	<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>Career Track Elective</b> Major Core	4	<b>IBM 320</b> Major Core	4	<b>IBM 408</b> Major Core	4	
	<b>MHR 318</b> Major Core	4	<b>IBM 414</b> Major Core	4	<b>FRL 301</b> Major Core	3	
	<b>CIS 310</b> Major Core	4	<b>General Education</b> 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>16</b>	<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>15</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>General Education Synthesis</b> Any approved course in area B5, C4, or D4	4	<b>General Education 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>General Education Synthesis</b> Any approved course in area B5, C4, or D4	4			
			<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>