



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

Plan (Major) **BUSINESS ADMINISTRATION**  
Subplan/Option **Marketing Management**

Catalog Year **2015 - 2016**  
Minimum Units Required **180**

Name \_\_\_\_\_  
Student ID \_\_\_\_\_

| Required Core Courses  |              |           |
|--|--------------|-----------|
| Course   |              | Units     |
| Required of all business majors. A 2.0 cumulative GPA is required in core courses including subplan courses for the major in order to receive a degree in the major. |              |           |
| Financial 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         |
| Legal Environment of Business Transactions   | FRL 201      | 4         |
| Managerial Finance I   | FRL 300      | 3         |
| Managerial Finance II  | FRL 301      | 3         |
| Principles of Marketing Mgmt   | IBM 301      | 4         |
| Principles of Mgmt   | MHR 301      | 4         |
| Organizational Behavior  | MHR 318      | 4         |
| Operations Mmgmt   | TOM 301      | 4         |
| Managerial Statistics  | TOM 302      | 4         |
| Strategic Mgmt   | BUS 495      | 4         |
| <b>Total Units</b>   |              | <b>48</b> |

| Required Subplan/Option Core Courses                 |            |           |
|--|------------|-----------|
| Course   |            | Units     |
| Special Study for Lower Division IB and MKT Students | IBM 200-01 | 2         |
| Market Analysis and Control                          | IBM 320    | 4         |
| Marketing Research I                                 | IBM 330    | 4         |
| Buyer Behavior                                       | IBM 411    | 4         |
| International Marketing Mgmt                         | IBM 414    | 4         |
| Marketing Problems                                   | 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 Emphasis) | 22        |
| <b>Total Units</b>  | <b>22</b> |

| Required Support Courses  |                      |              |
|---|----------------------|--------------|
| Course  |                      | Units        |
| 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.   |                      |              |
| Intro to Personal Computing   | CIS 101 <sup>1</sup> | 4            |
| Principles of Economics (D2)  | EC 201               | 4            |
| Principles of Economics (D2)  | EC 202               | 4            |
| Introductory Calculus for Business (B4)   | MAT 125              | 4            |
| General Psychology (E)  | PSY 201              | 4            |
| Statistics with Applications (B4)   | STA 120              | 4            |
| <sup>1</sup> Computer proficiency must be demonstrated by satisfying one of the following three alternatives: 1) CIS 101, 2) Computer Proficiency Skills Test in Word, Excel, Access, and PowerPoint, or 3) an approved college course. There are no units associated with the Computer Proficiency Skills Test. If the test is passed, then unrestricted electives in subplan/option selected may be increased by 4 units. |                      |              |
| <b>Total Units</b>  |                      | <b>20-24</b> |

| Unrestricted Electives   |             |
|--|-------------|
| Course   | Units       |
| Select a sufficient number of courses so that the total from "Required Support," "GE," and "Unrestricted Electives" is at least 88 units.  | 0-12        |
| The number of unrestricted elective units depends on whether or not STA 120 and EC 201 or EC 202 or PSY 201 are used for General Education (see curriculum sheet for the subplan). If any of these courses are used for General Education, unrestricted electives will be increased by four units per course up to the unit maximum of 12. |             |
| <b>Total Units</b>   | <b>0-12</b> |

| Computer Proficiency Requirement   |
|--|
| <sup>1</sup> (see policy statement in College of Business Administration introductory section) |

| 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 subarea 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              |           |
| a. United States History                                    |           |
| b. Introduction to American Government                      |           |
| 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 GE Area D1 | 8     |

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

All persons who receive undergraduate degrees from Cal Poly Pomona must pass the Graduation Writing Test (GWT). The test must be taken by the quarter following completion of 120 units for undergraduates.