

International Business and Marketing Department
Business Administration Major – Marketing Management Program
Curriculum Year: 2015-2016

*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
	STA 120 Major Support/GE Area B4	4	MAT 125 Major Support	4	ACC 207/207A Major Core	4/1	Personal Computer Proficiency must be demonstrated with CIS 101, Personal Computer Proficiency Test in Word, Excel, Access, and PowerPoint, or an approved college course. If the test is passed, then unrestricted electives are increased by 4 units.
	General Education Any approved course in area A2	4	PSY 201 Major Support/GE Area E	4	FRL 201 Major Core	4	
	CIS 101 or Unrestricted Elective Major Support	4	General Education Any approved course in area B1 or B2 and B3	4	EC 201 Major Support	4	The number of unrestricted elective units depends on whether or not PSY 201, STA 120 or MAT 125, and EC 201 or EC 202 are used for General Education. 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.
			General Education Any approved course in area A1	4	General Education Any approved course in area B1 or B2 and B3	4	
	<i>Only 12 units recommended in first quarter</i>						
Total Units	12	Total Units	16	Total Units	17		
Total Units for Year					45		

Year 2	Fall	Units	Winter	Units	Spring	Units	Comment
	IBM 301 Major Core	4	IBM 411 Major Core	4	IBM 200-01 Major Core	2	
	ACC 208/208A Major Core	4/1	IBM 414 Major Core	4	TOM 302 Major Core	4	
	EC 202 Major Support/GE Area D2	4	General Education Any approved course in area C3	4	General Education Any approved course in area C2	4	
	General Education Any approved course in area A3	4	General Education Any approved course in area D1a	4	General Education Any approved course in area D1b	4	
	Total Units	17	Total Units	16	Total Units	14	
Total Units for Year					47		

Year 3	Fall	Units	Winter	Units	Spring	Units	Comment
	IBM 320 Major Core	4	FRL 300 Major Core	3	Career Track Elective Major Core	4	<i>Career Track Electives must total to 22 units and must be approved by major advisor.</i> <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>
	MHR 301 Major Core	4	IBM 330 Major Core	4	Career Track Elective Major Core	4	
	CIS 310 Major Core	4	MHR 318 Major Core	4	FRL 301 Major Core	3	
	General Education Any approved course in area D3	4	General Education Any approved course in area C1	4	General Education Synthesis Any approved course in area B5, C4, or D4	4	
	<i>Take the Graduation Writing Test</i>						
	Total Units	16	Total Units	15	Total Units	15	
Total Units for Year						46	

Year 4	Fall	Units	Winter	Units	Spring	Units	Comment
	TOM 301 Major Core	4	BUS 495 Major Core	4	IBM 421 Major Core	4	
	Career Track Elective Major Core	4	Career Track Elective Major Core	2	Career Track Elective Major Core	4	
	General Education Synthesis Any approved course in area B5, C4, or D4	4	General Education Synthesis Any approved course in area B5, C4, or D4	4	Career Track Elective Major Core	4	
	Unrestricted Elective Major Support	4	Unrestricted Elective Major Support	4			
					<i>File an application to graduate</i>		
	Total Units	16	Total Units	14	Total Units	12	
Total Units for Year						42	

Total Units on Plan	180
Major Core Units	92
Major Support Units	20
General Education Units	68