Plan (Major) **BUSINESS ADMINISTRATION**

Subplan/Option **Marketing Management**

Catalog Year **2016 - 2017**

Minimum Units Required **180**

Name

Student ID

Required Core Courses

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.

ACC 207/207A - Financial Accounting for Decision Making (4/1)
ACC 208/208A - Managerial Accounting for Decision Making (4/1)
CIS 310 - Management Information Systems (4)
FRL 201 - Legal Environment of Business Transactions (4)
FRL 300 - Managerial Finance I (3)
FRL 301 - Managerial Finance II (3)
IBM 301 - Principles of Marketing Management (4)
MHR 301 - Principles of Management (4)
MHR 318 - Organizational Behavior (4)
TOM 301 - Operations Management (4)
TOM 302 - Managerial Statistics (4)
BUS 495 - Strategic Management (4)

Total Units 48

Required Subplan/Option Core Courses

IBM 200 - Special Study for Lower Division IB and MKT Students (1-2)
  (2-units, Section 01)
IBM 320 - Market Analysis and Control (4)
IBM 330 - Marketing Research I (4)
IBM 411 - Buyer Behavior (4)
IBM 414 - International Marketing Management (4)
IBM 421 - Marketing Problems (4)

Total Units 22

Elective Subplan/Option Core Courses

Select a minimum of 22 units of courses with Advisor approval (Career Emphasis)

Total Units 22

Required Support Courses

CIS 101 - Introduction to Personal Computing (4) [1]
STA 120 - Statistics with Applications (4) (B4)
MAT 125 - Introductory Calculus for Business (4) (B4)
EC 201 - Principles of Economics (4) (D2)
EC 202 - Principles of Economics (4) (D2)
PSY 201 - General Psychology (4) (E)

[1]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.

Total Units 20-24

Unrestricted Electives

Select a sufficient number of courses so that the total from "Required Support", "GE", and "Unrestricted Electives" is at least 88 units.

Note: 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.

Total Units 0-12

Computer Proficiency Requirement

[1](see policy statement in College of Business Administration introductory section)

Interdisciplinary General Education

See Interdisciplinary General Education Courses on the back of the Curriculum Sheet.

Total Units 32

General Education Requirements

Area A Communication & Critical Thinking (12 units)
  1. Oral Communication
  2. Written Communication
  3. Critical Thinking

Area B Mathematics & Natural Sciences (16 units)
  1. Physical Science
  2. Biological Science
  3. Laboratory Activity
  4. Math/Quantitative Reasoning
  5. Science & Technology Synthesis

Area C Humanities (16 units)
  1. Visual and Performing Arts
  2. Philosophy and Civilization
  3. Literature and Foreign Language
  4. Humanities Synthesis

Area D Social Sciences (20 units)
  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

Area E Lifelong Understanding & Self Development (4 units)

Total Units 68

American Institutions Courses that satisfy this requirement may also satisfy GE Area D1	8

American Cultural Perspectives Requirement Refer to the University Catalog General Education Program section for a 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.

Interdisciplinary General Education

An alternate pattern for partial fulfillment of GE Areas A, C, D, and E available for students is the Interdisciplinary General Education (IGE) program. Students should see an advisor for specific GE coursework required by their major. Students must be exempt from or score at least 147 on the EPT to qualify for IGE. Please refer to the University Catalog General Education Program section for additional information.

How IGE fulfills General Education Requirements:

Year	Completion of IGE Courses	Satisfies GE Requirements
Freshman	IGE 120, IGE 121, IGE 122	A2 as well as any 2 courses from C1-C3
Sophomore	IGE 220, IGE 221, IGE 222	D1 (8 units) and D3
Junior	IGE 223, IGE 224	D2 and Area E

Total Units 32