

Name: _____
 Plan: Business Administration, B.S.
 SubPlan/Option: Marketing Management
 Min. Units Required: 120 units

Major Required Core 54 units

ACC2070 - Financial Accounting for Decision Making (3)
 ACC2080 - Managerial Accounting for Decision Making (3)
 BUS3000 - Applied Business Communication (3)
 BUS3102 - Globalization of Business-Modules (3)
 BUS4950 - Strategic Management (3)
 CIS1010 - Introduction to Personal Computing (3) 1
 CIS3100 - Management Information Systems (3)
 EC2201 - Principles of Microeconomics (3) (D3)
 EC2202 - Principles of Macroeconomics (3) (D3)
 FRL2013 - The Legal Environment of Business and its Transactions (3)
 FRL3000 - Managerial Finance (3)
 IBM3012 - Principles of Marketing Management (3)
 MAT1250 - Introductory Calculus for Business (3) (B4)
 MHR3010 - Principles of Management (3)
 MHR3020 - Organizational Behavior (3) (D4)
 STA1200 - Statistics with Applications (3) (B4)
 TOM3010 - Operations Management (3)
 TOM3020 - Managerial Statistics (3)

Note(s):

All students in any College of Business Administration subplan, and all other students taking certain business courses, must demonstrate proficiency with specific personal computer software packages. The proficiency must be demonstrated prior to taking any business course with the term "personal computer proficiency" in the prerequisite list. Some business courses identify specific personal computer packages in their prerequisite lists. In these cases, proficiency in the noted packages must be demonstrated prior to taking the course.

1 Personal Computer Proficiency must be demonstrated by satisfying one of the following three alternatives: 1) CIS 1010, 2) personal computer proficiency test in Word, Excel, Access, and PowerPoint, or 3) an approved college course. There are no units associated with the personal computer proficiency test. If the test is passed, then electives in subplan selected may be increased by 3 units.

Subplan/Option Required Core 17 units

IBM2000 - Special Study for Lower Division Students (1-3) (Topic: Marketing Students; 2-units required)
 IBM3202 - Market Analysis and Control (3)
 IBM3302 - Marketing Research I (3)
 IBM4112 - Consumer Behavior (3)
 IBM4212 - Marketing Problems (3)
 PSY2201 - Introduction to Psychology (3) (E)

Subplan/Option Electives 13 units

Select ONE of the following four emphases:

Promotion Emphasis 13 units

Emphasis Required Core 6 units

IBM3072 - Promotional Strategies (3)
 IBM3262 - Interactive Marketing (3)

Emphasis Electives 7 units

IBM3272 - Sales Promotions (3)
 IBM3282 - Social Media Marketing (3)
 IBM3292 - Mobile Marketing (3)
 IBM4032 - E-marketing (3)
 IBM4052 - Advertising Management (3)
 IBM4410 - Internship in Marketing and International Business (1-3)
 IBM4432 - Advertising Media Analysis and Planning (3)

Professional Selling Emphasis 13 units

Emphasis Required Core 9 units

IBM3062 - Professional Selling (3)
 IBM4352 - Advanced Professional Selling (3)
 IBM4382 - Applied Sales Communication (3)

Emphasis Electives 4 units

IBM4410 - Internship in Marketing and International Business (1-3)

IBM XXXX - Any other IBM course (3)

Entertainment Emphasis 13 units

Emphasis Required Core 3 units

IBM3072 - Promotional Strategies (3)

Emphasis Electives 10 units

Select 6 units from the following:

IBM4912 - Marketing of Movies (3)
 IBM4922 - Sports Marketing (3)
 IBM4932 - Event and Destination Marketing (3)

Select 4 units from the following:

IBM4410 - Internship in Marketing and International Business (1-3)
 IBM XXXX - Any other IBM course (3)

Marketing Research Emphasis 13 units

Emphasis Required Core 9 units

IBM4072 - Qualitative Marketing Research (3)
 IBM4092 - Marketing Research II (3)
 IBM4952 - Marketing Research Practicum (3)

Emphasis Electives 4 units

IBM4410 - Internship in Marketing and International Business (1-3)

IBM XXXX - Any other IBM course (3)

General Marketing Emphasis 13 units

Emphasis Required Core 6 units

IBM3062 - Professional Selling (3)
 IBM3072 - Promotional Strategies (3)

Emphasis Electives 7 units

IBM3082 - Retail Management (3)
 IBM3162 - Marketing of Services (3)
 IBM4022 - Brand Impression and Management (3)
 IBM4102 - Marketing for Small Business Organizations (3)
 IBM4141 - International Marketing (3)
 IBM4312 - Marketing Channels (3)
 IBM4410 - Internship in Marketing and International Business (1-3)

Personal Computer Proficiency Requirement

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

General Education Requirements 48 Units

Students should consult the Academic Programs website

<https://www.cpp.edu/~academic-programs/general-education-course-listings.shtml>

for current information regarding this requirement. Unless specific courses are required, please refer to the list of approved courses under General Education Requirements, Areas A through E.

Area A. English Language Communication and Critical Thinking (9 units)

1. Oral Communication
2. Written Communication
3. Critical Thinking

Area B. Scientific Inquiry and Quantitative Reasoning (12 units)

1. Physical Sciences
2. Life Sciences
3. Laboratory Activity
4. Mathematics/Quantitative Reasoning
5. Science and Technology Synthesis

Area C. Arts and Humanities (12 units)

1. Visual and Performing Arts
- 2a. Philosophy and Civilization
- 2b. Literature and Language Other than English
3. Arts and Humanities Synthesis

Area D. Social Sciences (12 units)

1. U.S. History and American Ideals
2. U.S. Constitution and California Government
3. Social Sciences: Principles, Methodologies, Value Systems, and Ethics
4. Social Science Synthesis

Area E. Lifelong Learning and Self-Development (3 units)

Interdisciplinary General Education 21 Units

An alternate pattern for partial fulfillment of GE Areas A, C, and D available for students is the Interdisciplinary General Education (IGE) program. Students should see an advisor for specific GE coursework required by their major. 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 1100, IGE 1200	A2 and C2b
Sophomore	IGE 2100, IGE 2200	C1 and C2a
Junior	IGE 2300, IGE 2400	D1 and D3
Senior	IGE 3100	C3 or D4

American Institutions 6 Units

Courses that satisfy this requirement may also satisfy GE Area D1 and D2.

American Cultural Perspectives Requirement 3 Units

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.

Graduation Writing Test

All persons who receive undergraduate degrees from Cal Poly Pomona must pass the Graduation Writing Test (GWT). The test must be taken by the semester following completion of 60 units for undergraduates.