

Major: Business Administration, B.S. - Marketing Management Subplan/Option: 120
units
2018-2019 Academic Year

	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
Year 1	GE Area A2: Written Communication		3	MAT 1250 Introductory Calculus for Business (B4)	Prereq: CO Category I or CO Category II or CO Category III or SAT >=570, MDTP >=14, MAT 12, ESM 12, MAT 1910, MAT 191, STA 1200, STA 120, MAT 1050, MAT 1060, MAT 105, MAT 106, MAT 1051, ALEKS >=46, or ACT >=23.	3	<i>Declare concentration and emphasis</i>
	STA 1200 Statistics with Applications (B4)	Prereq: SAT, ELM, ALEKS, ACT, IRW, GE Area B4, MAT 106, MAT 1060, MAT 125, MAT 1250, MAT 191, MAT 1910, MAT 105, MAT 1050, MAT 1051, or STA 1300.	3	EC 2201 Principles of Microeconomics (D3)	Prereq: C or better in MAT 12, ESM 12, MAT 1050, MAT 105, STA 1200, STA 120, MAT 1250, MAT 125, MAT 1140, MAT 114, ALEKS score >45, MDTP score >23, or SAT Math >=570, or ACT >=23.	3	
	CIS 1010 Introduction to Personal Computing		3	GE Area A1: Oral Communication		3	
	GE Area C1: Visual and Performing Arts		3	GE Area C2a: Philosophy and Civilization		3	
	GE Area D1: U.S. History American Ideals		3	GE Area D2: U.S. Constitution and California Government		3	
			0			0	
			0			0	
			0			0	
	Total Units	15		Total Units	15		

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	Year 2	ACC 2070 Financial Accounting for Decision Making		Prereq: CIS 101, CIS 1010, or PCPT.	3		
EC 2202 Principles of Macroeconomics (D3)		Prereq: C or better in MAT 12, ESM 12, MAT 1050, MAT 105, STA 1200, STA 120, MAT 1250, MAT 125, MAT 1140, MAT 114, MDTP score >23, SAT Math>=570, or ACT>=23.	3	BUS 3000 Applied Business Communication	Prereq: C or better in GE Area A2.	3	
FRL 1013 The Legal Environment of Business and its Transactions		Prereq: ENG 1103, ENG 1101, ENG 103, ENG 104, ENG 107, ENG 109, ENG 110, IGE 1100/IGE 1200, or IGE 120/121/122.	3	IBM 3012 Principles of Marketing Management	Prereq: Completion of GE Area A2.	3	
GE Area A3: Critical Thinking			3	MHR 3010 Principles of Management	Prereq: Sophomore standing and completion of GE Area A2.	3	
GE Area B1: Physical Sciences			3	GE Area C2b: Literature and Language Other than English		3	
			0			0	
			0			0	
			0			0	
		Semester Total Units	15		Semester Total Units	15	

Year 3	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
	TOM 3010 Operations Management	Prereq: STA 120 or STA 1200; and Microcomputer Proficiency.	3	TOM 3020 Managerial Statistics	Prereq: STA 120 or STA 1200; MAT 125 or MAT 1250, MAT 114 and MAT 115, or MAT 1140; and Microcomputer Proficiency.	3	<i>Graduation Writing Test must be taken before completion of 75 units.</i>
	CIS 3100 Management Information Systems	Prereq: ACC 207 and 207A or ACC 2070; and CIS 101, CIS 1010, or PCPT.	3	BUS 3102 Globalization of Business-Modules	Prereq: BUS 3000.	3	
	PSY 2201 Introduction to Psychology (E)		3	IBM 4112 Consumer Behavior	Prereq: Undergraduate standing; IBM 301, MKT 301, or IBM 3012; and PSY 201 or PSY 2201.	3	
	IBM 3202 Market Analysis and Control	Prereq: C or better in IBM 301 or IBM 3012; and IBM 200 or TOM 3020.	3	Option Elective	Market Track Elective: Select from Curriculum Sheet	3	
	IBM 2000 Special Study for Lower Division Students		2	GE Area B2: Life Sciences		2	
	Option Core	Market Track Elective: Select from Curriculum Sheet	1	GE Area B3: Laboratory Activity		1	
			0			0	
			0			0	
<i>Take the Graduation Writing Test</i>							
Semester Total Units		15	Semester Total Units		15		

	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
Year 4				BUS 4950 Strategic Management	Prereq: ACC 2070 or ACC 207; ACC 2080 or ACC 208; CIS 3100 or CIS 310; FRL 2013 or FRL 201; FRL 3000 or FRL 300; IBM 3012 or IBM 301; MHR 3010 or MHR 301; MHR 3020 or MHR 318; TOM 3010 or TOM 301; TOM 3020 or TOM 302; BUS 3000 or MAT 125; BUS 3102 or STA 120; and	3	
	MHR 3020 Organizational Behavior (D4)	Prereq: Upper division standing, Completion of General Education Area A, and GE Sub-areas D1, D2 and D3.	3	IBM 4212 Marketing Problems	Prereq: IBM 320 or IBM 3202; IBM 330, IBM 408, or IBM 3302; and IBM 411 or IBM 4112.	3	
	IBM 3302 Marketing Research I	Prereq: TOM 302 or TOM 3020 ; and IBM 301 or IBM 3012.	3	Option Core	Market Track Elective: Select from Curriculum Sheet	3	
	GE Area B5: Science and Technology Synthesis		3	Option Core	Market Track Elective: Select from Curriculum Sheet	3	
	Option Core	Market Track Elective: Select from Curriculum Sheet	3	GE Area C3: Arts and Humanities Synthesis		3	
	FRL 3000 Managerial Finance	Prereq: EC 201 or EC 2201; EC 202 or EC 2202; ACC 207/A or ACC 2070; ACC 208/A or ACC 2080; and C or better in MAT 125 or MAT 1250, MAT 114 and MAT 115, or MAT 1140.	3			0	
			0			0	
			0			0	
	<i>File an application to graduate</i>						
	Semester Total Units			15	Semester Total Units		15
						Total Units	120