

<b>Major Required</b> <b>54 units</b> 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) <sup>1</sup> 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 - Statistical Foundations for Business Analytics (3)  <b>Note(s):</b> 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.	<b>Entertainment Emphasis</b> <b>13 units</b> <b>Emphasis Recommended</b> <b>3 units</b> IBM3072 - Promotional Strategies (3) <b>Emphasis Other</b> <b>10 units</b> <b>Select 6 units from the following:</b> IBM4912 - Marketing of Movies (3) IBM4922 - Sports Marketing (3) IBM4932 - Event and Destination Marketing (3)  <b>Select 4 units from the following:</b> IBM4410 - Internship in Marketing and International Business (1-3) IBM XXXX - Any other IBM course (3) <b>Marketing Research Emphasis</b> <b>13 units</b> <b>Emphasis Recommended</b> <b>9 units</b> IBM4072 - Qualitative Marketing Research (3) IBM4092 - Advanced Marketing Research (3) IBM4952 - Marketing Research Practicum (3) <b>Emphasis Other</b> <b>4 units</b> IBM4410 - Internship in Marketing and International Business (1-3) IBM XXXX - Any other IBM course (3) <b>General Marketing Emphasis</b> <b>13 units</b> <b>Emphasis Recommended</b> <b>6 units</b> IBM3062 - Professional Selling (3) IBM3072 - Promotional Strategies (3) <b>Emphasis Other</b> <b>7 units</b> 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)	<b>General Education Requirements</b> <b>48 Units</b> Students should consult the Academic Programs website <a href="https://www.cpp.edu/~academic-programs/general-education-course-listings.shtml">https://www.cpp.edu/~academic-programs/general-education-course-listings.shtml</a> 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. <b>Area A. English Language Communication and Critical Thinking (9 units)</b> <i>At least 3 units from each sub-area</i> 1. Oral Communication 2. Written Communication 3. Critical Thinking <b>Area B. Scientific Inquiry and Quantitative Reasoning (12 units)</b> <i>At least 3 units from B1, B2, B4, and B5 including 1 unit of lab from B1 or B2 to fulfill B3</i> 1. Physical Sciences 2. Life Sciences 3. Laboratory Activity 4. Mathematics/Quantitative Reasoning 5. Science and Technology Synthesis <b>Area C. Arts and Humanities (12 units)</b> <i>At least 3 units from each sub-area and 3 additional units from sub-areas 1 and/or 2</i> 1. Visual and Performing Arts 2. Literature, Modern Languages, Philosophy and Civilization 3. Arts and Humanities Synthesis <b>Area D. Social Sciences (12 units)</b> <i>At least 3 units from each sub-area</i> 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 <b>Area E. Lifelong Learning and Self-Development (3 units)</b>															
<b>Subplan/Option Required</b> <b>17 units</b> IBM2000 - Special Study for Lower Division Students (1-3) (Topic: Marketing Students; 2-units required) IBM3202 - Market Analysis and Control (3) IBM3302 - Marketing Research (3) IBM4112 - Consumer Behavior (3) IBM4212 - Marketing Problems (3) PSY2201 - Introduction to Psychology (3) (E)	<b>Personal Computer Proficiency Requirement</b> 1 (see policy statement in College of Business Administration introductory section).	<b>Interdisciplinary General Education</b> <b>21 Units</b> 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. <b>How IGE fulfills General Education Requirements:</b> <table border="1" data-bbox="1381 1039 2062 1201"> <thead> <tr> <th>Year</th> <th>Completion of IGE Courses</th> <th>Satisfies GE Requirements</th> </tr> </thead> <tbody> <tr> <td>First</td> <td>IGE 1100, IGE 1200</td> <td>A2 and C2</td> </tr> <tr> <td>Second/Third</td> <td>IGE 2100, IGE 2200</td> <td>C1 and C2</td> </tr> <tr> <td></td> <td>IGE 2300, IGE 2400</td> <td>D1 and D3</td> </tr> <tr> <td>Third/Fourth</td> <td>IGE 3100</td> <td>C3 or D4</td> </tr> </tbody> </table>	Year	Completion of IGE Courses	Satisfies GE Requirements	First	IGE 1100, IGE 1200	A2 and C2	Second/Third	IGE 2100, IGE 2200	C1 and C2		IGE 2300, IGE 2400	D1 and D3	Third/Fourth	IGE 3100	C3 or D4
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<b>Subplan/Option Electives</b> <b>13 units</b> Any combination of courses listed below will satisfy the required 13 units. Emphases are listed to provide guidance for helping students to choose courses of interest that best fit your career goals, but there is no requirement for choosing a specific emphasis for fulfilling these units.	<b>Promotion Emphasis</b> <b>13 units</b> <b>Emphasis Recommended</b> <b>6 units</b> IBM3072 - Promotional Strategies (3) IBM3262 - Interactive Marketing (3) <b>Emphasis Other</b> <b>7 units</b> 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)	<b>American Institutions</b> <b>6 Units</b> Courses that satisfy this requirement may also satisfy GE Area D1 and D2.															
<b>Professional Selling Emphasis</b> <b>13 units</b> <b>Emphasis Recommended</b> <b>9 units</b> IBM3062 - Professional Selling (3) IBM4352 - Advanced Professional Selling (3) IBM4382 - Applied Sales Communication (3) <b>Emphasis Other</b> <b>4 units</b> IBM4410 - Internship in Marketing and International Business (1-3) IBM XXXX - Any other IBM course (3)	<b>American Cultural Perspectives Requirement</b> <b>3 Units</b> 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.	<b>Graduation Writing Test</b> 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.															