### Entertainment Emphasis

**Emphasis Recommended**

- IBM3972 - Promotional Strategies (3)  
- IBM3982 - Advanced Promotional Strategies (3)

**Emphasis Other**

- 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

**Emphasis Recommended**

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

**Emphasis Other**

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

### General Marketing Emphasis

**Emphasis Recommended**

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

**Emphasis Other**

- IBM3082 - Retail Management (3)
- IBM3162 - Marketing of Services (3)
- IBM4022 - Brand Impression and Management (3)
- IBM4102 - Marketing for Small Business Organizations (3)
- IBM4112 - Advanced Marketing Research Practicum (3)

### Personal Computer Proficiency Requirement

- IBM4202 - Consumer Behavior (3)
- IBM2120 - Statistics with Applications (3)
- TOM3010 - Operations Management (3)
- TOM3200 - Statistical Foundations for Business Analytics (3)

### Subplan/Option Required

- IBM2200 - Marketing Analysis and Control (3)
- IBM3302 - Marketing Research (3)
- IBM4112 - Consumer Behavior (3)
- IBM4212 - Marketing Problems (3)
- PSY2201 - Introduction to Psychology (3)

### Subplan/Option Electives

- IBM2200 - Market Analysis for Upper Division Students (1-3) (Topic: Marketing Students; 2-units required)
- IBM2405 - Special Study for Lower Division Students (1-3) (Topics: Marketing Students; 2-units required)
- IBM3022 - Marketing Communication (3)
- IBM3072 - Promotional Strategies (3)
- IBM3262 - Interactive Marketing (3)
- IBM3292 - Mobile Marketing (3)
- IBM4032 - E-marketing (3)
- IBM4052 - Advertising Management (3)
- IBM4112 - Internship in Marketing and International Business (1-3)
- IBM4312 - Marketing Channels (3)
- IBM4410 - Internship in Marketing and International Business (1-3)

### Personal Computer Proficiency Requirement

- IBM3200 - Special Study for Lower Division Students (1-3) (Topic: Marketing Students; 2-units required)

### General Education Requirements

#### Interdisciplinary General Education

- 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:

<table>
<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>Third/Fourth</td>
<td>IGE 3100</td>
<td>C3 or D4</td>
</tr>
</tbody>
</table>

#### American Institutions

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

#### American Cultural Perspectives Requirement

- Refer to the University Catalog General Education Program section for a list of courses that satisfy this requirement. Courses 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.