

**Business Administration, B.S. - Marketing Management Subplan/Option: 120 units**  
**Associate Degree Transfer, Business Administration, AS-T**  
**2020-2021 Academic Year**

*Students should adhere to this recommended plan to ensure completion of 60 additional units.*

Year 1	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
		IBM 3012 Principles of Marketing Management [FSpSu]	Prereq: Completion of GE Area A2.	3	IBM 2000 Special Study for Lower Division Students [FSp]	Topic Marketing Students; 2 units required. Select sections with Class Notes: This class is intended for Marketing Management students only.	
	TOM 3020 Statistical Foundations for Business Analytics [FSpSu]	Prereq: STA 120, STA 1200, or STA 1202; and MAT 125 or MAT 1250, MAT 114 and MAT 115, or MAT 1140.	3	IBM 3302 Marketing Research [FSpSu]	Prereq: TOM 302 or TOM 3020 ; and IBM 301 or IBM 3012.	3	
	MHR 3010 Principles of Management [FSpSu]	Prereq: Sophomore standing and completion of GE Area A2.	3	IBM 4112 Consumer Behavior [FSpSu]	Prereq: PSY 201 or PSY 2201; Undergraduate standing; and IBM 301, MKT 301, or IBM 3012.	3	
	CIS 3100 Management Information Systems [FSpSu]	Prereq: ACC 207 and 207A or ACC 2070; and CIS 101, CIS 1010, or PCPT.	3	TOM 3010 Operations Management [FSpSu]	Prereq: STA 120, STA 1200, or STA 1202.	3	
	MHR 3020 Organizational Behavior (D4) [FSpSu]	Prereq: Upper division standing; and Lower division GE requirements in Areas A and D, and sub-area B4.	3	Option Electives	Select from Curriculum Sheet	3	
			0	GE Area B5: Science and Technology Synthesis [FSpSu]	Prereq: Junior or senior standing; and Lower division GE requirements in Area A and B.	3	
	<b>Total Units</b>		<b>15</b>	<b>Total Units</b>		<b>17</b>	

Case 1 (all students): Waive BUS 3102 in order to complete their program at Cal Poly Pomona within 60 units

Case 2 (students who did not complete STA 1200 or MAT 1250 prior to transfer): Waive BUS 3102 and BUS 3000 in order to complete their program at Cal Poly Pomona within 60 units

Case 3 (students who did not complete STA 1200 and MAT 1250 prior to transfer): Waive BUS 3102 and BUS 3000 and Subplan/Option Elective in order to complete their program at Cal Poly Pomona within 60 units

Year 2	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
	IBM 3202 Market Analysis and Control [FSpSu]	Prereq: IBM 200, and C or better in IBM 301 or IBM 3012.	3	BUS 4950 Strategic Management [FSpSu]	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	3	
Option Electives [FSp]	Select from Curriculum Sheet	3	IBM 4212 Marketing Problems [FSpSu]	Prereq: IBM 320 or IBM 3202; IBM 330, IBM 408, or IBM 3302; and IBM 411 or IBM 4112.	3		
Option Electives [FSp]	Select from Curriculum Sheet	3	Option Electives [FSp]	Select from Curriculum Sheet	3		
FRL 3000 Managerial Finance [FSpSu]	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	HST 3340 History of American Institutions and Ideals, 1877-present (C3, Amer. Ideals Part A) [FSp]	If American Ideals requirement has been satisfied by lower division transferred courses, take any C3 Upper Division Arts and Humanities Synthesis course.	3		
BUS 3000 Applied Business Communication [FSpSu]	Prereq: C or better in GE Area A2.	3	IBM 4410 Internship in Marketing and International Business [FSpSu]	Prereq: Undergraduate Standing.	1		
<i>Submit a graduation application through BroncoDirect</i>							
<b>Semester Total Units</b>		<b>15</b>	<b>Semester Total Units</b>		<b>13</b>		
					<b>Total Units</b>	<b>60</b>	