

Business Administration, B.S. - Marketing Management Subplan/Option: 120 units
2021-2022 Academic Year

	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
Year 1	GE Area A2: Written Communication [FSp] (Success Marker)		3	MAT 1250 Introductory Calculus for Business (B4) [FSpSu] (Success Marker)	Prereq: Category I, Category II, Category III, ALEKS >=46, completion of GE Sub-area B4, or C- or better in MAT 1051.	3	[] = Term Typically Offered F = Fall Sp = Spring Su = Summer e = even years o = odd years
	STA 1200 Statistics with Applications (B4) [FSpSu] (Success Marker)	Prereq: Category I, Category II, Category III, appropriate score on ALEKS placement exam, completion of GE Sub-area B4, or C- or better in MAT 1051. Coreq: STA 1200A (only if Category III).	3	EC 2201 Principles of Microeconomics [FSpSu] (Success Marker)		3	
	CIS 1010 Introduction to Personal Computing [FSpSu]		3	GE Area A1: Oral Communication [FSp]		3	
	GE Area F: Ethnic Studies [FSp]		3	GE Area D2: U.S. Constitution and California Government [FSp]		3	
	GE Area C2: Literature, Modern Languages, Philosophy and Civilization [FSp]		3	PSY 2201 Introduction to Psychology (E) [FSp]		3	
			0			0	
			0			0	
			0			0	
	Total Units		15	Total Units		15	

Year 2	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
	ACC 2070 Financial Accounting for Decision Making [FSp]	Prereq: CIS 101, CIS 1010, or PCPT.	3	ACC 2080 Managerial Accounting for Decision Making [FSpSu]	Prereq: ACC 2070; or ACC 207 and ACC 207A.	3	
EC 2202 Principles of Macroeconomics [FSpSu] (Success Marker)		3	BUS 2500 Applied Business Communication [FSp]	Prereq: C or better in GE Area A2.	3		
FRL 2013 The Legal Environment of Business and its Transactions [FSp]	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 [FSpSu]	Prereq: Completion of GE Area A2.	3		
GE Area A3: Critical Thinking [FSp]		3	MHR 3010 Principles of Management	Prereq: Sophomore standing and completion of GE Area A2.	3		
GE Area B1: Physical Sciences [FSp]	May include GE B3	3	IBM 2000 Special Study for Lower Division Students	Topic: Marketing Students	2		
		0			0		
		0			0		
		0			0		
Semester Total Units		15	Semester Total Units		14		

	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
Year 3	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	TOM 3010 Operations Management [FSpSu]	Prereq: STA 120, STA 1200, or STA 1202.	3	
	CIS 3100 Management Information Systems [FSpSu]	Prereq: ACC 207 and 207A or ACC 2070; and CIS 101, CIS 1010, or PCPT.	3	GE Area C1: Visual and Performing Arts [FSp]		3	
	GE Area D1: U.S. History American Ideals [FSp]		3	IBM 4112 Consumer Behavior [FSpSu]	Prereq: PSY 201 or PSY 2201; Undergraduate standing; and IBM 301, MKT 301, or IBM 3012.	3	
	Option Electives [FSp]	Market Track Elective: Select from Curriculum Sheet	4	IBM 3202 Market Analysis and Control [FSpSu]	Prereq: IBM 200, and C or better in IBM 301 or IBM 3012.	3	
	GE Area C1 or GE Area C2 [FSp]	Select either C1: Visual and Performing Arts or C2: Literature, Modern Languages, Philosophy and Civilization course	3	GE Area B2: Life Sciences [FSp]		2	
			0	GE Area B3: Laboratory Activity [FSp]		1	
			0			0	
			0			0	
Semester Total Units			16	Semester Total Units			15

Year 4	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
	FRL 3000 Managerial Finance [FSp]	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	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	
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	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		
IBM 3302 Marketing Research [FSpSu]	Prereq: TOM 302 or TOM 3020 ; and IBM 301 or IBM 3012.	3	Option Electives [FSp]	Market Track Elective: Select from Curriculum Sheet	3		
GE Area B5: Science and Technology Synthesis [FSp]		3	Option Electives [FSp]	Market Track Elective: Select from Curriculum Sheet	3		
Option Electives [FSp]	Marketing Track Elective: Select from Curriculum Sheet	3	GE Area C3: Arts and Humanities Synthesis [FSp]		3		
		0			0		
		0			0		
		0			0		
<i>File an application to graduate</i>							
Semester Total Units		15	Semester Total Units		15		
					Total Units	120	