

## Bachelor of Science in Business Administration Option in Marketing Management

Name: \_\_\_\_\_

Bronco ID: \_\_\_\_\_

Catalog Year: \_\_\_\_\_

Quarter - Support Courses (20-24 units)				Semester			
CIS 101	Introduction to Personal Computing	4		CIS 1010	Introduction to Personal Computing	3	
STA 120	Statistics with Applications	4		STA 1200	Statistics with Applications	3	
MAT 125	Introductory Calculus for Business	4		MAT 1250	Introductory Calculus for Business <sup>1</sup>	3	
EC 201	Principles of Economics	4		EC 2201	Principles of Microeconomics <sup>2</sup>	3	
EC 202	Principles of Economics	4		EC 2202	Principles of Macroeconomics	3	
PSY 201	General Psychology	4		PSY 2201	Introduction to Psychology <sup>3</sup>	3	

Quarter - Core Courses (48 units)				Semester			
ACC 207 /207A	Financial Accounting for Decision Making	4/1		ACC 2070	Financial Accounting for Decision Making	3	
ACC 208 /208A	Managerial Accounting for Decision Making	4/1		ACC 2080	Managerial Accounting for Decision Making	3	
CIS 310	Management Information Systems	4		CIS 3100	Management Information Systems	3	
FRL 201	Legal Environment of Business Transactions	4		FRL 2013	The Legal Environment of Business and its Transactions	3	
FRL 300	Managerial Finance I	3					
FRL 301	Managerial Finance II	3		FRL 3000	Managerial Finance (Students who do not complete FRL 301 will need to take FRL 3000)	3	
IBM 301	Principles of Marketing Management	4		IBM 3012	Principles of Marketing Management	3	
MHR 301	Principles of Management	4		MHR 3010	Principles of Management	3	
MHR 318	Organizational Behavior	4		MHR 3020	Organizational Behavior <sup>4</sup>	3	
TOM 301	Operations Management	4		TOM 3010	Operations Management	3	
TOM 302	Managerial Statistics	4		TOM 3020	Managerial Statistics	3	
BUS 495	Strategic Management	4		BUS 4950	Strategic Management	3	

Quarter - MKT Subplan/Option Core Courses (22 Units)				Semester			
IBM 200	Special Study for Lower Division IB and MKT Students	2		IBM 2000	Special Study for Lower Division Students	2	
IBM 320	Market Analysis and Control	4		IBM 3202	Market Analysis and Control	3	
IBM 330	Marketing Research I	4		IBM 3302	Marketing Research I	3	
IBM 411	Buyer Behavior	4		IBM 4112	Consumer Behavior	3	
IBM 414	International Marketing Management	4		IBM 4141	International Marketing	3	
IBM 421	Marketing Problems	4		IBM 4212	Marketing Problems	3	

Note 1: MAT 1250 counts as GE B4, requires a grade of C or better.

Note 2: EC 2201 counts as GE D3.

Note 3: PSY 2201 counts as GE E.

Note 4: MHR 3020 counts as GE D4.

Note 5: Students need to earn a "C or better" in IBM 301/3012 for IBM 414/4141, IBM 306/3062, IBM 307/3072, and IBM 320/3202.

Quarter - MKT Elective Subplan/Option Core Courses (22 units). Select a minimum of 22 units with Advisor approval (Career Emphasis).			Semester		
IBM 299	Special Topics for Lower Division Students	1-4	IBM 2990	Special Topics for Lower Division Students	1-3
IBM 300	Principles of Global Business	4	IBM 3001	Principles of Global Business	3
IBM 302	Marketing Strategy	4		Take any other elective on this list.	
IBM 306	Personal Selling	4	IBM 3062	Professional Selling	3
IBM 310	Field Sales Management	4		Take any other elective on this list.	3
IBM 435	Advanced Professional Selling	4	IBM 4352	Advanced Professional Selling	3
IBM 307	Promotional Strategies	4	IBM 3072	Promotional Strategies	3
IBM 308	Retail Management	4	IBM 3082	Retail Management	3
IBM 316	Marketing of Services	4	IBM 3162	Marketing of Services	3
IBM 326	Interactive Marketing	4	IBM 3262	Interactive Marketing	3
IBM 327	Sales Promotion	4	IBM 3272	Sales Promotions	3
IBM 400	Special Study for Upper Division Students	1-2	IBM 4000	Special Study for Upper Division Students	1-3
IBM 402	Product and Brand Management	4	IBM 4022	Brand Impression and Management	3
IBM 403	E-Marketing	4	IBM 4032	E-marketing	3
IBM 405	Advertising Management	4	IBM 4052	Advertising Management	3
IBM 406	Ethical Issues in Marketing	4		Take any other elective on this list.	
IBM 407	Industrial Marketing	4		Take any other elective on this list.	
IBM 409	Marketing Research II	4	IBM 4092	Marketing Research II	3
IBM 410	Marketing for Small Business Organizations	4	IBM 4102	Marketing for Small Business Organizations	3
IBM 415	Strategy in International Marketing	4		Take any other elective on this list.	
IBM 416	International Exporting	4	IBM 4161	International Exporting	3
IBM 429	International Logistics	4	IBM 4291	International Logistics	3
IBM 431	Management of Marketing Channels	4	IBM 4312	Marketing Channels	3
IBM 433	Evaluating Advertising Effectiveness	4		Take any other elective on this list.	
IBM 436	International Business Agreements and Negotiation	4	IBM 4361	International Business Agreements and Negotiation	3
IBM 441	Internship in Marketing	1-8	IBM 4410	Internship in Marketing and International Business	1-3
IBM 443	Advertising Media Analysis and Planning	4	IBM 4432	Advertising Media Analysis and Planning	3
IBM 447	Retailing Problems	4		Take any other elective on this list.	
IBM 470	Consumer Behavior in the International Arena	4		Take any other elective on this list.	
IBM 480	International Business Strategy	4	IBM 4801	International Business Strategy	3
IBM 491	Marketing the Movies	4	IBM 4912	Marketing of Movies	3
IBM 492	Sports Marketing	4	IBM 4922	Sports Marketing	3
IBM 493	Event and Destination Marketing	4	IBM 4932	Event and Destination Marketing	3
IBM 499	Special Topics for Upper Division Students	1-4	IBM 4990	Special Topics for Upper Division Students	1-4