Name: Business Administration, B.S.  
Plan: Marketing Management  
Sub-Plan/Option:  
Min. Units Required: 120 units  

Major Required Core  
54 units

ACC2070 - Financial Accounting for Decision Making (3)  
ACC2280 - Managerial Accounting for Decision Making (3)  
BUS3000 - Applied Business Communication (3)  
BUS3102 - Globalization of Business-Modules (3)  
BUS4950 - Strategic Management (3)  
CIS3101 - Introduction to Personal Computing (1)  
CIS3102 - Management Information Systems (3)  
EC2201 - Principles of Microeconomics (3)  
EC2202 - Principles of Macroeconomics (3)  
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)  
MHR3010 - Principles of Management (3)  
MHR3020 - Organizational Behavior (3)  
STA1200 - Statistics with Applications (3)  
TOM3030 - Operations Management (3)  
TOM3030 - Managerial Statistics (3)  

Entertainment Emphasis

Emphasis Electives

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

Emphasis Electives

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)  

Emphasis Electives

Entertainment Emphasis

Emphasis Electives

Note(s):

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 list. In these cases, proficiency in the noted packages must be demonstrated prior to taking the course.

Personal Computer Proficiency Requirement

1. Visual and Performing Arts
2. Philosophy and Civilization
3. Arts and Humanities Synthesis
4. Social Science Synthesis

General Education Requirements

48 Units

Area A. English Language Communication and Critical Thinking (9 units)

1. Oral Communication
2. Written Communication
3. Critical Thinking

Area B. Scientific Inquiry and Quantitative Reasoning (12 units)

1. Physical Sciences
2. Life Sciences
3. Laboratory Activity
4. Mathematics/Quantitative Reasoning
5. Science and Technology Synthesis

Area C. Arts and Humanities (12 units)

1. Visual and Performing Arts
2. Philosophy and Civilization
3. Arts and Humanities Synthesis
4. Social Science Synthesis

Area D. Social Sciences (12 units)

1. U.S. History and American Ideas
2. U.S. Constitution and California Government
4. Social Science Synthesis

Area E. Lifelong Learning and Self-Development (3 units)

Interdisciplinary General Education

21 Units

Subplan/Option Required Core  
17 units

IBM3010 - Special Study for Lower Division Students (1-3) (Topic: Marketing Students; 2-units required)  
IBM3202 - Market Analysis and Control (3)  
IBM3202 - Marketing Research I (3)  
IBM4112 - Consumer Behavior (3)  
IBM4212 - Marketing Problems (3)  
PSY201 - Introduction to Psychology (3)  

Subplan/Option Electives  
13 units

Select ONE of the following four emphases:

Promotion Emphasis

Emphasis Electives

IBM3072 - Promotional Strategies (3)  
IBM3262 - Interactive Marketing (3)  

Emphasis Electives

IBM3272 - Sales Promotions (3)  
IBM3292 - Social Media Marketing (3)  
IBM3392 - Mobile Marketing (3)  
IBM4302 - E-marketing (3)  
IBM452 - Advertising Management (3)  
IBM4410 - Internship in Marketing and International Business (1-3)  
IBM4432 - Advertising Media Analysis and Planning (3)  

Professional Selling Emphasis

Emphasis Electives

IBM3362 - Professional Selling (3)  
IBM3352 - Advanced Professional Selling (3)  
IBM382 - Applied Sales Communication (3)  

Emphasis Electives

Note(s):

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.