

Name: _____
 Plan: **Business Administration, B.S.**
 SubPlan/Option: **Marketing Management**
 Min. Units Required: **120 units**

Major Required 54 units	Entertainment Emphasis 13 units	General Education Requirements 48 Units
ACC2070 - Financial Accounting for Decision Making (3) ACC2080 - Managerial Accounting for Decision Making (3) BUS3000 - Applied Business Communication (3) BUS3102 - Globalization of Business-Modules (3) BUS4950 - Strategic Management (3) CIS1010 - Introduction to Personal Computing (3) ¹ CIS3100 - Management Information Systems (3) EC2201 - Principles of Microeconomics (3) (D3) EC2202 - Principles of Macroeconomics (3) (D3) 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) (B4) MHR3010 - Principles of Management (3) MHR3020 - Organizational Behavior (3) (D4) STA1200 - Statistics with Applications (3) (B4) TOM3010 - Operations Management (3) TOM3020 - Statistical Foundations for Business Analytics (3)	Emphasis Required 3 units IBM3072 - Promotional Strategies (3) Emphasis Electives 10 units 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 13 units Emphasis Required 9 units IBM4072 - Qualitative Marketing Research (3) IBM4092 - Advanced Marketing Research (3) IBM4952 - Marketing Research Practicum (3) Emphasis Electives 4 units IBM4410 - Internship in Marketing and International Business (1-3) IBM XXXX - Any other IBM course (3) General Marketing Emphasis 13 units Emphasis Required 6 units IBM3062 - Professional Selling (3) IBM3072 - Promotional Strategies (3) Emphasis Electives 7 units IBM3082 - Retail Management (3) IBM3162 - Marketing of Services (3) IBM4022 - Brand Impression and Management (3) IBM4102 - Marketing for Small Business Organizations (3) IBM4141 - International Marketing (3) IBM4312 - Marketing Channels (3) IBM4410 - Internship in Marketing and International Business (1-3)	Students should consult the Academic Programs website https://www.cpp.edu/~academic-programs/general-education-course-listings.shtml for current information regarding this requirement. Unless specific courses are required, please refer to the list of approved courses under General Education Requirements, Areas A through E. Area A. English Language Communication and Critical Thinking (9 units) At least 3 units from each sub-area 1. Oral Communication 2. Written Communication 3. Critical Thinking Area B. Scientific Inquiry and Quantitative Reasoning (12 units) At least 3 units from B1, B2, B4, and B5 including 1 unit of lab from B1 or B2 to fulfill B3 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) At least 3 units from each sub-area and 3 additional units from sub-areas 1 and/or 2 1. Visual and Performing Arts 2. Literature, Modern Languages, Philosophy and Civilization 3. Arts and Humanities Synthesis Area D. Social Sciences (12 units) At least 3 units from each sub-area 1. U.S. History and American Ideals 2. U.S. Constitution and California Government 3. Social Sciences: Principles, Methodologies, Value Systems, and Ethics 4. Social Science Synthesis Area E. Lifelong Learning and Self-Development (3 units)
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 lists. In these cases, proficiency in the noted packages must be demonstrated prior to taking the course. 1 Personal Computer Proficiency must be demonstrated by satisfying one of the following three alternatives: 1) CIS 1010, 2) personal computer proficiency test in Word, Excel, Access, and PowerPoint, or 3) an approved college course. There are no units associated with the personal computer proficiency test. If the test is passed, then electives in subplan selected may be increased by 3 units.	Personal Computer Proficiency Requirement 1 (see policy statement in College of Business Administration introductory section).	
Subplan/Option Required 17 units IBM2000 - Special Study for Lower Division Students (1-3) (Topic: Marketing Students; 2-units required) IBM3202 - Market Analysis and Control (3) IBM3302 - Marketing Research (3) IBM4112 - Consumer Behavior (3) IBM4212 - Marketing Problems (3) PSY2201 - Introduction to Psychology (3) (E)		
Subplan/Option Electives 13 units Select ONE of the following four emphases:		
Promotion Emphasis 13 units Emphasis Required 6 units IBM3072 - Promotional Strategies (3) IBM3262 - Interactive Marketing (3)		
Emphasis Electives 7 units IBM3282 - Social Media Marketing (3) IBM3292 - Mobile Marketing (3) IBM4032 - E-marketing (3) IBM4052 - Advertising Management (3) IBM4410 - Internship in Marketing and International Business (1-3) IBM4432 - Advertising Media Analysis and Planning (3)		
Professional Selling Emphasis 13 units Emphasis Required 9 units IBM3062 - Professional Selling (3) IBM4352 - Advanced Professional Selling (3) IBM4382 - Applied Sales Communication (3)		
Emphasis Electives 4 units IBM4410 - Internship in Marketing and International Business (1-3) IBM XXXX - Any other IBM course (3)		

How IGE fulfills General Education Requirements:

Year	Completion of IGE Courses	Satisfies GE Requirements
First	IGE 1100, IGE 1200	A2 and C2
Second/Third	IGE 2100, IGE 2200	C1 and C2
	IGE 2300, IGE 2400	D1 and D3
Third/Fourth	IGE 3100	C3 or D4

American Institutions **6 Units**

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

American Cultural Perspectives Requirement **3 Units**

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