

**Business Administration, B.S. - Marketing Management Subplan/Option: 120 units**  
2019-2020 Academic Year

	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
<b>Year 1</b>	GE Area A2: Written Communication (Success Marker)		3	MAT 1250 Introductory Calculus for Business (B4) (Success Marker)	Prereq: CO Category I, CO Category II, CO Category III, SAT >=570, MDTP >=14, ALEKS >=46, or ACT >=23; C or better in MAT 12, ESM 12, MAT 1910, MAT 191, STA 1200, STA 120, MAT 1050, MAT 1060, MAT 105, or MAT 106; or C- or better in MAT 1051.	3	
	STA 1200 Statistics with Applications (B4) (Success Marker)	Prereq: SAT, ELM, ALEKS, ACT, IRW, GE Area B4; C or better in MAT 106, MAT 1060, MAT 125, MAT 1250, MAT 191, MAT 1910, MAT 105, MAT 1050, or STA 1300; or C- or better in MAT 1051.	3	EC 2201 Principles of Microeconomics (D3) (Success Marker)	Prereq: C or better in MAT 12, ESM 12, MAT 1050, MAT 105, STA 1200, STA 120, MAT 1250, MAT 125, MAT 1140, MAT 114, ALEKS score >45, MDTP score >23, or SAT Math >=570, or ACT >=23.	3	
	CIS 1010 Introduction to Personal Computing		3	GE Area A1: Oral Communication		3	
	IBM 2000 Special Study for Lower Division Students	Topic: Marketing Students	2	GE Area C2: Literature, Modern Languages, Philosophy and Civilization		3	
	PSY 2201 Introduction to Psychology (E)		3	GE Area D2: U.S. Constitution and California Government		3	
	<b>Total Units</b>		<b>14</b>	<b>Total Units</b>		<b>15</b>	

Year 2	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
	ACC 2070 Financial Accounting for Decision Making	Prereq: CIS 101, CIS 1010, or PCPT.	3	ACC 2080 Managerial Accounting for Decision Making	Prereq: ACC 2070; or ACC 207 and ACC 207A.	3	
EC 2202 Principles of Macroeconomics (D3) (Success Marker)	Prereq: C or better in MAT 12, ESM 12, MAT 1050, MAT 105, STA 1200, STA 120, MAT 1250, MAT 125, MAT 1140, MAT 114, MDTP score >23, SAT Math>=570, or ACT>=23.	3	BUS 3000 Applied Business Communication	Prereq: C or better in GE Area A2.	3		
FRL 2013 The Legal Environment of Business and its Transactions	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	Prereq: Completion of GE Area A2.	3		
GE Area A3: Critical Thinking		3	MHR 3010 Principles of Management	Prereq: Sophomore standing and completion of GE Area A2.	3		
GE Area B1: Physical Sciences	May include GE B3	3	GE Area C1: Visual and Performing Arts		3		
<b>Semester Total Units</b>		<b>15</b>	<b>Semester Total Units</b>		<b>15</b>		

	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
<b>Year 3</b>	TOM 3020 Statistical Foundations for Business Analytics	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	Prereq: STA 120, STA 1200, or STA 1202.	3	<i>Graduation Writing Test must be taken before completion of 75 units.</i>
	CIS 3100 Management Information Systems	Prereq: ACC 207 and 207A or ACC 2070; and CIS 101, CIS 1010, or PCPT.	3	BUS 3102 Globalization of Business-Modules		3	
	GE Area D1: U.S. History American Ideals		3	IBM 4112 Consumer Behavior	Prereq: PSY 201 or PSY 2201; Undergraduate standing; and IBM 301, MKT 301, or IBM 3012.	3	
	Option Electives	Select from Curriculum Sheet	3	IBM 3202 Market Analysis and Control	Prereq: IBM 200, and C or better in IBM 301 or IBM 3012.	3	
	GE Area C1 or GE Area C2	Select either C1: Visual and Performing Arts or C2: Literature, Modern Languages, Philosophy and Civilization course	3	GE Area B2: Life Sciences		2	
	Option Electives	Marketing Track Elective: Select from Curriculum Sheet	1	GE Area B3: Laboratory Activity		1	
	<i>Take the Graduation Writing Test</i>						
<b>Semester Total Units</b>		<b>16</b>	<b>Semester Total Units</b>		<b>15</b>		

	Fall		Units	Spring		Units	Comments
	Courses	Requirements/Comments		Courses	Requirements/Comments		
<b>Year 4</b>	FRL 3000 Managerial Finance	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	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)	Prereq: Upper division standing, Completion of General Education Area A, and GE Sub-areas D1, D2 and D3.	3	IBM 4212 Marketing Problems	Prereq: IBM 320 or IBM 3202; IBM 330, IBM 408, or IBM 3302; and IBM 411 or IBM 4112.	3	
	IBM 3302 Marketing Research	Prereq: TOM 302 or TOM 3020 ; and IBM 301 or IBM 3012.	3	Option Electives	Market Track Elective: Select from Curriculum Sheet	3	
	GE Area B5: Science and Technology Synthesis		3	Option Electives	Market Track Elective: Select from Curriculum Sheet	3	
	Option Electives	Marketing Track Elective: Select from Curriculum Sheet	3	GE Area C3: Arts and Humanities Synthesis		3	
	<i>File an application to graduate</i>						
<b>Semester Total Units</b>			<b>15</b>	<b>Semester Total Units</b>		<b>15</b>	
<b>Total Units</b>						<b>120</b>	