Bachelors of Science in Business Administration (BSBA)

Option in Marketing (72 Semester Units)

Catalog Fall 2016 Major Catalog Date: _____

Name _____ CIN _____
Last First MI

_____ _____
Email Phone Term Admitted

_____ _____
Adviser's Signature Date Student's Signature Date

SEMESTER - LOWER DIVISION BUS CORE COURSES (15 Units)				*Prerequisites*	*Completed?*
ACCT	2100	Principles of Financial Accounting	3		
ACCT	2110	Principles of Managerial Accounting	3	*ACCT 2100*	
ECON[1]	2010	Principles of Economics I: Microeconomics	3		
ECON[1]	2020	Principles of Economics II: Macroeconomics	3	*ECON 2010*	
FIN	2050	Legal and Regulatory Environment of Business	3		

SEMESTER - UPPER DIVISION BUS CORE COURSES (30 Units)				*Prerequisites*	*Completed?*
BUS[2]	3050	Business Communication *(wi)*	3		
BUS	4150	Contemporary Issues in Global Business	3		
CIS	3010	Management Information Systems	3		
ECON[3]	3060	Statistics for Business Analysis and Decision Making	3	*GE Block B4 (Mathematics/Quantitative Reasoning)*	
FIN	3030	Business Finance	3	*ACCT 2100*	
MGMT	3060	Production and Operations Management	3		
MGMT	3070	Organizational Behavior and Management	3		
MGMT[4]	3080	Business Responsibilities in Society	3	*Block A (Basic Subjects)*	
MKT	3100	Principles of Marketing	3		
BUS	4970	Capstone: Strategic Management	3	*All Business Core except BUS 4150*	

Note 1: ECON 2010 or ECON 2020 is double-counted in Lower Division GE Block D.

Note 2: BUS 3050 is designated as a Writing Intensive (wi) course. A grade of "C" or better is required to satisfy the Graduation Writing Assessment Requirement (GWAR).

Note 3: ECON 3060 is double-counted in GE Upper Division Block B - Natural Science and Mathematics.

Note 4: MGMT 3080 is double-counted in GE Upper Division Block C - Arts and Humanities.

SEMESTER - OPTION: Marketing (27 Units)

Semester - Required Courses (21 units):				*Prerequisites*	*Completed?*
MKT[2]	3200	High Performance Professional Skills *(wi)*	3	*MKT 3100*	
MKT	3210	Personal Selling	3	*MKT 3100*	
MKT	3400	Consumer Behavior	3	*MKT 3100*	
MKT	3800	Introduction to Social Media Marketing	3		
MKT	4449	Marketing Strategy	3	*MKT 3100, 3200, 3210, 3400, and 4460 or 4461*	

Select 2 courses from the following 3 courses:				*Prerequisites*	*Completed?*
MKT	3700	Marketing Analytics	3	*GE Blocks A, B4, +1 from Block B, Blocks C, and D.*	
MKT	4460	Marketing Research - Quantitative	3	*MKT 3100 and ECON 3060*	
MKT	4461	Marketing Research - Qualitative	3	*MKT 3100 or Consent of Instructor*	

Bachelors of Science in Business Administration (BSBA)

Option in Marketing (72 Semester Units)

Semester - Electives (6 units): Select two courses				*Prerequisites*	*Completed?*
LIBR	3300	Advanced Information Literacy for Decision Making	3		
MKT	3300	Services Marketing	3	*MKT 3100*	
MKT	3310	Non-Profit Marketing	3	*MKT 3100*	
MKT	3500	Global Business	3	*MKT 3100*	
MKT	3600	Principles of Retailing	3		
MKT	3700	Marketing Analytics	3	*GE Blocks A, B4, +1 from Block B, Blocks C, and D.*	
MKT	3810	The Syntax of Social Media	3	*MKT 3800 or Consent of Instructor*	
MKT[5]	3950	Community Based Social Marketing *(cl)*	3	*GE Blocks A, B4, +1 from Block B, Blocks C, and D.*	
MKT	4300	Marketing a New Business	3		
MKT	4310	Business Consulting	3		
MKT	4320	Sustainability Marketing	3	*MKT 3100 or Consent of Instructor*	
MKT	4330	Entertainment Marketing	3	*MKT 3100*	
MKT	4400	New Product Development	3	*MKT 3100*	
MKT	4410	Principles of Integrated Marketing Communications	3	*MKT 3100*	
MKT	4420	Brand Strategy	3	*MKT 3100*	
MKT	4430	Direct Marketing	3	*MKT 3100*	
MKT	4454	Special Topics in Marketing	1-3		
MKT	4460	Marketing Research - Quantitative	3	*MKT 3100 and ECON 3060*	
MKT	4461	Marketing Research - Qualitative	3	*MKT 3100 or Consent of Instructor*	
MKT	4500	International Marketing	3	*MKT 3100*	
MKT	4510	Intercultural Business Communications	3		
MKT	4520	Import/Export	3	*MKT 3500*	
MKT	4530	Global Transportation and Logistics	3	*MKT 3100*	
MKT	4600	Retail Buying and Merchandising	3		
MKT	4610	Digital Marketing and E-Commerce	3	*MKT 3100*	
MKT	4710	Pricing	3	*MKT 3100*	
MKT	4800	Search Engine Marketing and Web Analytics	3	*MKT 3800*	
MKT	4810	Mobile Marketing Strategy and App Development	3	*MKT 3800*	
MKT	4820	Social Media Marketing Strategy	3	*MKT 3800*	
MKT	4830	Social Media and Entrepreneurship	3	*MKT 3800*	
MKT	4854	Special Topics in Social Media Marketing	3	*MKT 3800*	

Semester - Additional Required Courses:

Students may require additional courses to meet the 120 units required for graduation. Students are strongly encouraged to take additional classes offered by the College of Business and Economics.

Note 5: MKT 3950 is double-counted in GE Upper Division Block D - Social Sciences, and is also a Civic Learning (cl) course.