

BUSINESS ADMINISTRATION MAJOR MARKETING OPTION

Total Marketing Option Units-55
Minimum Total Units to Graduate-124

FOUNDATIONS OF BUSINESS COURSES (12 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
BUS 302*	Foundations of Business Environments	2						
BUS 304*	Data Analysis	4			Prerequisite for OM 302 and OM 305			
FIN 302^	Foundations of Finance	2			FIN 302 (2) or FIN 304 (4)			
MIS 302^	Foundations of Management Information Systems	2			MIS 302 (2) or MIS 304 (4)			
OM 302^	Foundations of Operations Management	2			OM 302 (2) or OM 305 (4)			

*Prerequisite for Capstone and Senior Experience.

^Equivalent 4-unit course can be substituted for this 2-unit course with 2 units applied toward MKTG electives; however, only 4 excess units can be counted toward MKTG electives.

MARKETING CORE COURSES (20 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
MGMT 305*	Organizational Behavior	4						
MKTG 305*	Principles of Marketing	4						
MKTG 433	Marketing Communication	4						
MKTG 442	Customer Analysis	4						
MKTG 448	Global and Cross Cultural Marketing	4						

*Prerequisite for Capstone and Senior Experience.

MARKETING ELECTIVES (14 UNITS):

A minimum of 10 units must be selected from MGMT or MKTG electives. The remaining 4 units can be taken from electives in ACCT, FIN, GBM, GSCM, HTM, MGMT, MIS, or MKTG. No more than 4 units from ACCT, FIN, GSCM, HTM, or MIS option core can be counted as elective credit. Students in this Option cannot take ACCT 308 for credit. A maximum of 4 units may be taken outside the College with prior approval from CoBA.

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
GBM 430	Import Export Operations	2						
MGMT 315	Services Management	2						
MGMT 415	Human Resource Management	4						
MGMT 432	The Executive's Chair	2						
MGMT 445	Career Development	2						
MGMT 452	Leadership in Organizations	4						
MGMT 461	Management in Different Cultures	4						
MGMT 465	Developing Management Skills	4						
MGMT 481-5	Selected Topics in Management	1-4						
MGMT 498	Independent Study in Management	1-4						
MKTG 315	Services Marketing	4						
MKTG 446	Sales Management	4						
MKTG 449	Data Base Marketing	4						
MKTG 481-5	Selected Topics in Marketing	1-4						
MKTG 498	Independent Study in Marketing	1-4						

Check course descriptions in General Catalog for prerequisites.

CAPSTONE (4 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
BUS 444	Strategic Management	4			To be taken prior to Senior Experience.			

SENIOR EXPERIENCE (5 UNITS):

(BUS 492 & BUS 493 is a two-course sequence taken in the same semester.)

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
BUS 492	Problem Assessment and Critical Thinking	1			1 st part of Senior Experience			
BUS 493	Problem Analysis and Implementation	4			2 nd part of Senior Experience			

Marketing Option courses focus on the development of mutually beneficial exchanges between not-for-profit and profit-generating organizations and their customers, suppliers, and distributors. Students learn how to foster exchange with consumers and businesses, through courses such as Customer Analysis (MKTG 442) and Marketing Communication (MKTG 433).

The courses draw on many facets of the social and behavioral sciences to guide students in their intellectual development. Management courses are also taken by students to increase their understanding of relationships among members of organizations as well as organization decision-making behavior and cultures.