

**BUSINESS ADMINISTRATION OPTION
GLOBAL BUSINESS MANAGEMENT OPTION: Marketing Track**

Total GLOBAL BUSINESS MANAGEMENT: Marketing Track Units-55
Minimum Total Units to Graduate-124

FOUNDATIONS OF BUSINESS COURSES (16 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			
FIN 302*^	Foundations of Finance	2						
MGMT 302*^	Foundations of Management	2						
MIS 302*^	Foundations of Management Information Systems	2						
MKTG 302*^	Foundations of Marketing	2						
OM 302*^	Foundations of Operations Management	2			(Previously HTM 302)			

*Prerequisite for Capstone and Senior Experience/Global Management Experience.

^Equivalent 4-unit course can be substituted for this 2-unit course; however, the excess units cannot count toward GBM: Marketing Track Electives.

GBM: MARKETING TRACK CORE (16 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
GBM 425	International Business Management	4						
GBM 426	Leadership in a Global Context	2			(Prev: Global Mgmt Competencies)			
GBM 427	Cross Cultural Negotiating and Global Business	2						
MGMT 461	Management in Different Cultures	4						
MKTG 448	Global and Cross Cultural Marketing	4						

FOREIGN LANGUAGE PROFICIENCY EXAM:

Students will be required to demonstrate proficiency at a fluent level. Students have two options:

		Need	IP	Met
Berlitz Language Center	For information go to www.csusm.edu/coba/businessmajor/gbm , "Foreign Language Requirement", "Berlitz Exam Information"			
Language Learning Center (CSUSM, UH 240)	For information go to www.csusm.edu/coba/businessmajor/gbm , "Foreign Language Requirement", "Language Proficiency Exam"			

GBM: MARKETING TRACK ELECTIVES (14 UNITS):

Electives must be selected from the following approved courses. Any Marketing courses at the 300 or 400 level may be taken as Marketing electives for this track.

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
GBM 351	Ethics of Management in Global Environments	1						
GBM 430	Import-Export Operations	2						
MKTG 315	Services Marketing	4						
MKTG 433	Marketing Communications	4						
MKTG 442	Customer Analysis	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 or GBM Experience.			

SENIOR EXPERIENCE (5 UNITS) OR FOREIGN BUSINESS EXPERIENCE (5 UNITS):

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			
or								
GBM 497**	Foreign Business Experience	5			Prev: Global Management Experience			

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

**Go to www.csusm.edu/gbm for information & application materials.

Foreign Academic Experience

Global Business Management students must complete a Foreign Academic experience. The Foreign Academic Experience may be completed by doing one of the following:

1. An individual business internship (GBM 497: Foreign Business Experience), which also fulfills the SE requirement.
2. A foreign study experience at the university-level of at least one semester in duration. Students considered by the California State University to be “international (foreign) students” (see page 22) satisfy the Foreign Academic Experience through the CSUSM residence requirement (see page 84). However, this does not satisfy the Senior Experience or Foreign Business Experience requirement.

The Marketing track is primarily for those who want to become involved in global sales and marketing. This can include account management, global marketing campaign and strategy development and delivery, and related areas such as advertising. In all but very small firms, a career in global marketing and sales normally requires several years experience at a domestic site and a good familiarity with the firm's products and services. As a result, the specialized courses for this track are focused mostly on fundamental marketing principles and knowledge that are important for domestic and global operations. Individuals who select this track should have an excellent foundation in marketing, generally be very people-oriented, and flexible and curious about different areas of the world. Foreign language fluency is a clear advantage.