

Suggested Course Sequence for Global Business Management Option: Marketing Track

IMPORTANT NOTE: The following semester schedules are intended only for full-time students who do not have significant non-academic responsibilities.

Semester 1	Course	Units	Prerequisites^	Type
BUS 302	Foundations of Business Environments	2		Required
BUS 304	Data Analysis	4		Required
FIN 302	Foundations of Finance	2		Required
MGMT 302	Foundations of Management	2		Required
MIS 302	Foundations of Management Information Systems	2		Required
MKTG 302	Foundations of Marketing	2		Required
LANGUAGE	Foreign Language			Required
	Total Units	14		
Semester 2				
GBM 425	International Business Management	4		Required
GBM	GBM Marketing Track Electives	4	Refer to the table below	Electives
MGMT 461	Management in Different Cultures	4		Required
MKTG 448	Global & Cross Cultural Marketing	4		Required
OM 302	Foundations of Operations Management	2	BUS 304	Required
LANGUAGE	Foreign Language			Required
	Total Units	18		
Semester 3				
BUS 444	Strategy Management	4		Required
GBM 426*	Leadership in a Global Context	2		Required
GBM	GBM Marketing Track Electives	4	Refer to the table below	Electives
GE	BB/CC/DD	6		Required
	Total Units	16		
Semester 4				
BUS 492 and BUS 493	Problem Assessment Problem Analysis	1 4		Required
or GBM 497	Foreign Business Experience	5		Required
GBM 427**	Cross Cultural Negotiating & Global Business	2		Required
GE	BB/CC/DD	3		Required
GBM	GBM Marketing Track Electives	6	Refer to the table below	Electives
	Total Units	16		

*Offered in Fall only. **Offered in Spring only.

GBM: Marketing Track Electives

GBM 351	Ethics of Managements in Global Environments	1		Electives
GBM 430	Import Export Operations	2		Electives
MKTG 315	Services Marketing	2		Electives
MKTG 340	Personal Selling	2		Electives
MKTG 433	Marketing Communications	4		Electives
MKTG 442	Market Research	4		Electives
MKTG 446	Sales Management	2		Electives
MKTG 449	Database Marketing	2		Electives
MKTG 450	Consumer Demand and Channel Coordination	4		Electives
MKTG 452	Sports Marketing	2		Electives
MKTG 481-5	Selected Topics in Marketing	1-4		Electives
MKTG 498	Independent Study in Marketing	1-4		Electives

^Check course descriptions in General Catalog for prerequisites.