

### Suggested Course Sequence for Marketing Option

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
MGMT 305	Organizational Behavior	4		Required
MIS 302	Foundations of Management Information Systems	2		Required
MKTG 305	Principles of Marketing	4		Required
	<b>Total Units</b>	<b>16</b>		
<b>Semester 2</b>				
FIN 302	Foundations of Finance	2		Required
GE	BB/CC/DD	3		Required
MKTG 442	Marketing Research	4		Required
MKTG 433	Consumer Analysis	4		Required
MKTG	MKTG Electives	2	Refer to the table below	Electives
OM 302	Foundations of Operations Management	2	BUS 304	Required
	<b>Total Units</b>	<b>17</b>		
<b>Semester 3</b>				
BUS 444	Strategy Management	4		Required
GE	BB/CC/DD	3		Required
MKTG 448	Global and Cross Cultural Marketing	4		Required
MKTG	MKTG Electives	6	Refer to the table below	Electives
	<b>Total Units</b>	<b>17</b>		
<b>Semester 4</b>				
BUS 492	Problem Assessment	1		Required
BUS 493	Problem Analysis	4		Required
GE	BB/CC/DD	3		Required
MKTG	MKTG Electives	6	Refer to the table below	Electives
	<b>Total Units</b>	<b>14</b>		

#### Marketing Electives

GBM 430	Import Export Operations	2		Electives
MGMT 315	Services Management	2		Electives
MGMT 415	Human Resource Management	4		Electives
MGMT 432	In the Executive's Chair	2		Electives
MGMT 445	Career Development	2		Electives
MGMT 452	Leadership in Organizations	4		Electives
MGMT 461	Management in Different Cultures	4		Electives
MGMT 465	Developing Management Skills	4		Electives
MGMT 481-5	Selected Topics in Management	1-4		Electives
MGMT 498	Independent Study in Management	1-4		Electives
MKTG 315	Services Marketing	4		Electives
MKTG 446	Sales Management	4		Electives
MKTG 449	Data Base Marketing	4		Electives
MKTG 450	Consumer Demand and Channel Collaboration	4		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.