

### 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 5	Course	Units	Prerequisites	Type
MKTG 302	Foundations of Marketing	2		Required
MGMT 302	Foundations of Organizational Behavior	2		Required
MKTG442 or 445	Marketing Research or Consumer Behavior	4	See note 1 and 2	Required
MKTG 310	Personal Branding	2		Required
BUS 302	Foundations of Business Environments	2		Required
BUS 300	Business Professional Development	2		Required
	<b>Total Units</b>	<b>14</b>		

Semester 6	Course	Units	Prerequisites	Type
BUS 322	Introduction to Data Analytics	2		Required
FIN 302	Introduction to Finance	2		Required
MIS 302	Foundations of Management Information Systems	2		Required
OM 302	Foundations of Operations Management	2		Required
MKTG 442 or 445	Marketing Research or Consumer Behavior	4	See note 1 and 2	Required
Electives	MKTG Electives	4	See Course Description	Elective
	<b>Total Units</b>	<b>16</b>		

Semester 7	Course	Units	Prerequisites	Type
BUS 442	Business Strategy	2	All Foundation Courses	Required
Electives	MKTG Electives	8	See Course Description	Elective
GE	BB/CC/DD	6		GE
	<b>Total Units</b>	<b>16</b>		

Semester 8	Course	Units	Prerequisites	Type
BUS 495	Senior Experience	3	All Foundation Courses	Required
Electives	MKTG Electives	8	See Course Description	Elective
GE	BB/CC/DD	3		GE
	<b>Total Units</b>	<b>16</b>		

Note 1: MKTG 302 is a prerequisite/corequisite for MKTG 442 and 445

Note 2: BUS 204 is a prerequisite for MKTG 442

### Marketing Electives

MKTG 315	Services Marketing	2	MKTG302
MKTG 340	Introduction to Sales	4	MKTG302
MKTG 433	Marketing Communication	4	MKTG302
MKTG 446	Sales Management	2	MKTG302
MKTG 448	Global and Cross Cultural Marketing	4	MKTG302
MKTG 452	Sports Marketing and Sponsorship	4	MKTG302
MKTG 454	Social Media and Marketing	4	MKTG302
MKTG 456	Digital Marketing Tactics	4	MKTG302
MKTG 481-5	Selected Topics in Marketing	1-4	See Course Description
MKTG 498	Independent Study in Marketing	1-4	See Course Description
ENTR 420	New Venture Marketing	2	MKTG302

### Suggested Course Sequence for Pre-Business 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 202	Introduction to Business Law	3		PBUS Core
GEO 102	GE Area A1	3		GE
GE	GE Area A3	3		GE
GEL 101	GE Area E	3		GE
ECON 202	Principles of Macroeconomics	3		PBUS Core and GE
	<b>Total Units</b>	<b>15</b>		

Semester 2	Course	Units	Prerequisites	Type
GEW 101	Principles of Written Communication	3		GE
MATH 132	Survey of Calculus	3		PBUS Core
GE	GE Area B1 or B2	3		GE
Language	Language Course 201 – GE Area C3	3		GE
ECON 201	Principles of Microeconomics	3		PBUS Core
	<b>Total Units</b>	<b>15</b>		

Semester 3	Course	Units	Prerequisites	Type
ACCT 201	Introduction to Financial Accounting	3		PBUS Core
BUS 203	Business Writing	3		PBUS Core
GE	C1, C2, Dc/Dg, Dh, or D7	3		GE
GE	C1, C2, Dc/Dg, Dh, or D7	3		GE
GE	C1, C2, Dc/Dg, Dh, or D7	3		GE
	<b>Total Units</b>	<b>15</b>		

Semester 4	Course	Units	Prerequisites	Type
ACCT 202	Introduction to Managerial Accounting	3		PBUS Core
BUS 204	Business Statistics	3		PBUS Core
GE	C1, C2, Dc/Dg, Dh, or D7	3		GE
GE	C1, C2, Dc/Dg, Dh, or D7	3		GE
GE	GE Area B1/B3 or B2/B3	3		GE
	<b>Total Units</b>	<b>15</b>		