Marketing
Advertising Emphasis

Business Curriculum (44 units)

1. Lower Division Required Core Courses (18 units):
   - ACC 230. Financial Accounting (3)
   - ACC 231. Managerial Accounting (3)
   - CIS 270. Information Systems & Technology Fundamentals (3)
   - ECO 210. Economic Theory 1A (Microeconomics) (3)
   - ECO 211. Economic Theory 1B (Macroeconomics) (3)
   - LAW 240. Legal Environment of Business (3)

   Prerequisites:
   - MAT 9 or equivalent
   - ACC 230

2. Upper Division Required Core Courses (17 units):
   - BUS 301 Employment Communications (1)
   - BUS 302 Written Communications (1)
   - BUS 303 Oral Communications (1)

   Required Courses
   - CIS 370. Information Systems Theory and Practice (3)
   - FIN 360. Business Finance (3)
   - MGT 310. Management Theory (3)
   - MKT 350. Principles of Marketing (3)
   - OMG 321. Business Statistics (3)

   Prerequisites:
   - CIS 270 or CSC 111 or CSC 121
   - ACC 230, ECO 210, an approved MAT
   - ECO 210 recommended
   - MAT 131, or OMG 221

3. Upper Division Advanced Core Courses (9 units):
   - BUS 445. International Business (3)
   - OMG 322. Operations Management (3)
   - MGT 490. Strategic Management Seminar (3)

   Prerequisites:
   - FIN 360, MGT 310 and MKT 350
   - OMG 321
   - Completion of all business core courses; BUS 445 may be taken concurrently (priority will be given to graduating seniors)

Concentration Requirements (24 units)

A. Required Courses - (15 units):
   - MKT 352. Advertising and Promotion Management (3)
   - MKT 355. Consumer Behavior (3)
   - MKT 454. Marketing Research (3)
   - MKT 459. Seminar in Marketing Management (3)

   Prerequisites:
   - MKT 350
   - MKT 350 (may be taken concurrently)
   - MKT 350 and OMG 321
   - Completion of at least four courses from the Marketing concentration; MKT 355, MKT 454, FIN 360 and OMG 322 are recommended.

B. Electives - Select three courses from the following (9 units):
   - MKT 450. Internet Marketing (3)
   - MKT 452. Sports and Entertainment Marketing (3)
   - MKT 495. Special Topics in Marketing (3)
   - COM 365. Introduction to Public Relations (3)
   - COM 342. Advertising Copywriting (3)

   Prerequisites:
   - MKT 350
   - MKT 350
   - MKT 350
   - ART 344 or COM 358 are recommended.

Visit the 2014-2015 CSUDH University Catalog for more information or call the CBAPP Advising Office at (310) 243-3561.