Marketing Management

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)
   - MAT 9 or equivalent
   - ACC 230
   - -
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2. Upper Division Required Core Courses (17 units):
   - Select two courses from the following (2 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)
   - CIS 270 or CSC 111 or CSC 121
   - ACC 230, ECO 210, an approved MAT
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   - 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)
   - FIN 360, MGT 310 and MKT 350
   - OMG 321
   - MGT 490. Strategic Management Seminar (3) *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 - (9 units):
   - MKT 355. Consumer Behavior (3)
   - MKT 454. Marketing Research (3)
   - MKT 459. Seminar in Marketing Management (3) Prior completion of at least four courses from the Marketing concentration; MKT 355, MKT 454, FIN 360 and OMG 322 are recommended.
   - MKT 350 (may be taken concurrently)
   - MKT 350 and OMG 321

B. Electives - Select five courses from the following (15 units):
   - MKT 351. Sales Management and Sales Techniques (3)
   - MKT 352. Advertising and Promotion Management (3)
   - MKT 353. Retail Marketing Management (3)
   - MKT 358. International Marketing (3)
   - MKT 450. Internet Marketing (3)
   - MKT 451. Trade Show and Event Marketing (3)
   - MKT 452. Sports and Entertainment Marketing (3)
   - MKT 495. Special Topics in Marketing (3)
   - OMG 430. Supply Chain Management (3)
   - MKT 350
   - MKT 350
   - MKT 350
   - MKT 350
   - MKT 350
   - MKT 350
   - OMG 230 and OMG 322