

Name: _____ ID: _____

Total Units (Earned & In Progress): ____

Second Major/Minor: _____

Additional Units Needed to Reach 32: ____

Proficiencies

___ **IDS 102:** Information Literacy

___ **WRI 102:** Academic Writing

Civic Responsibilities

___ **Community Engaged Learning**

___ **Gender**

___ **Global Perspective**

___ **Race & Ethnicity**

First Seminar Program

___ **FSP:** _____

Liberal Learning Breadth Distribution

(Option C – To view Options A & B, see Liberal Learning website)

Arts & Humanities

___ **Literary, Visual, & Performing Arts**

Course: _____

___ **World Views & Ways of Knowing**

Course: _____

Social Science & History

___ **ECO 101:** Principles of Microeconomics

___ **ECO 102:** Principles of Macroeconomics

___ **Social Change in Historical Perspective**

Course: _____

Quantitative Reasoning & Natural Science

___ **Natural Science w/ Lab**

Course: _____

___ **MAT 125:** Calculus for Business & Social Sciences or **MAT 127:** Calculus A

___ **STA 115:** Statistics (or **STA 215:** Statistical Inference; **STA 215** requires co-requisite **MAT 125** or **MAT 127**)

Per Liberal Learning requirements, please note that a single course may cover up to ONE domain and up to TWO civic responsibilities.

Free Electives

___ **WRI 102** (if needed)

Quantitative Analysis Option:

___ **Quantitative Analysis Course:** _____

Choose one: **ECO 231**, **MKT 310**, **MKT 430**, **STA 305**, **STA 307**, or other analysis course upon prior approval

(Prereq: **STA 115** or **STA 215**; **STA 305** requires **STA 215**; **MKT 430** also requires **MKT 300**; please see catalog for **STA 307** prereqs)

___ **BUS 099:** Business Orientation Seminar (0 credit)

___ **BUS 100:** Business Colloquium (0 credit)

Core Courses

___ **ACC 201:** Financial Accounting (Prereq: **MAT 100** level course)

___ **ACC 202:** Managerial Accounting (Prereq: **ACC 201**)

___ **BUS 200:** Legal/Regulatory Environmental of Business

Writing Intensive, complete during Soph. year or fall of Jr. year

___ **FIN 201:** Financial Methods (0.5 unit)

Prereq: [**ECO 101** or **ECO 102**] + [**STA 115** or **STA 215** or **ECO 105**] + [**ACC 201**]

___ **MGT 201:** Management Principles & Practices (0.5 unit)

___ **IST 201:** Introduction to Data & Information Science (0.5 unit)

___ **MKT 201:** Marketing Principles (0.5 unit)

___ **MGT 360:** Operations Mgt.; Prereqs:[**STA 115** or **STA 215**] + [**MGT 201**]

OR MKT 360: Supply Chain; Prereqs:[**STA 115** or **STA 215**] + [**MKT 201**]

MKT 360 may not be used to satisfy both the business core requirement AND the MKT Breadth requirement

___ **MGT 499:** Strategic Management

Must be senior; Prereq: [**ACC 202**] + [**FIN 201**] + [**MGT 201**] + [**IST 201**] + [**MKT 201**] + [**MGT 360** or **MKT 360**]

Business Breadth:

___ **FIN** _____ (Choose one: **FIN 310**, **315**, **320**, **330**, **335**, **340**, **350**, **370**)

___ **MGT** _____ (Choose one: **MGT 301**, **310**, **320**)

___ **IST** _____ (Choose one: **IST 310**, **320**, **350**)

___ **MKT** _____ (Choose any 300-level **MKT** course EXCEPT **MKT 300** & **MKT 365**)

Marketing Options:

___ **MKT 300:** Marketing Info Analysis (must earn min. grade of “C”)

Prereq: [**STA 115** or **STA 215**]; **MKT 300** must be taken prior to senior year

___ **MKT course** (300/400 Level): _____

___ **MKT course** (400 Level): _____

___ **MKT 450:** Marketing Management (Writing Intensive)

Prereq: **MKT 300** + **FIN 201** + **MGT 201**, reserved for seniors

International Business Requirement:

___ **International Business Course:** _____

(May be met through Business Breadth or Major Options)

Courses include: **INB 250**, **INB 260**, **INB 330/FIN 335**, **INB 365**, **BUS 360**, **ECO 335**, **ECO 340**, **ECO 345**, **ECO 380**, **MGT 310**, **MKT 340**, **FIN 340**, or other approved courses by advisement.

SUGGESTED FOUR-YEAR SEQUENCE

Marketing

FRESHMAN

FALL

SPRING

<ul style="list-style-type: none">___ IDS 102: Information Literacy (0 credit)___ BUS 099: Business Orientation Seminar (0 credit)___ ECO 101: Principles of Microeconomics___ FSP: First Seminar Program___ MAT 125: Calculus for Business (or MAT 127)___ Liberal Learning Requirement	<ul style="list-style-type: none">___ BUS 100: Business Colloquium (0 credit)___ ECO 102: Principles of Macroeconomics___ STA 115: Statistics (or STA 215)___ WRI 102: Academic Writing or Elective___ MGT 201: Management Principles (0.5 unit)___ MKT 201: Marketing Principles (0.5 unit)
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SOPHOMORE

<ul style="list-style-type: none">___ ACC 201: Financial Accounting & Reporting___ MKT 300: Marketing Information & Analysis___ MGT Breadth___ Liberal Learning Requirement	<ul style="list-style-type: none">___ BUS 200: Legal/Regulatory Environment of Business___ FIN 201: Fundamental Financial Methods (0.5 unit)___ IST 201: Intro to Data & Info Science (0.5 unit)___ Quantitative Analysis Option___ Liberal Learning Requirement
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JUNIOR

<ul style="list-style-type: none">___ ACC 202: Managerial Accounting___ Marketing 300/400-level Option course___ MGT 360: Operations Management<li style="text-align: center;">or___ MKT 360: Supply Chain Management___ Elective	<ul style="list-style-type: none">___ IST Breadth___ FIN Breadth___ Marketing 300/400-level Option course___ Elective
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SENIOR

<ul style="list-style-type: none">___ Marketing 400-level Option course (or 300/400-level if MKT 430 is taken as Quant. Analysis option)___ Liberal Learning Requirement___ Elective___ Elective	<ul style="list-style-type: none">___ MGT 499: Strategic Management___ MKT 450: Marketing Management___ Elective___ Elective
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Please note that a total of 32 units are required to graduate. To complete the Marketing degree program, ALL specific course requirements must be satisfied, and a minimum of 32 units must be earned.