

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) or
MKT 495: Thesis (Writing Intensive)
Prereq for MKT 450: 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

<p>___ 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</p>	<p>___ 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)</p>
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SOPHOMORE

<p>___ ACC 201: Financial Accounting & Reporting ___ MKT 300: Marketing Information & Analysis ___ MGT Breadth ___ Liberal Learning Requirement</p>	<p>___ 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</p>
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JUNIOR

<p>___ ACC 202: Managerial Accounting ___ Marketing 300/400-level Option course ___ MGT 360: Operations Management or ___ MKT 360: Supply Chain Management ___ Elective</p>	<p>___ IST Breadth ___ FIN Breadth ___ Marketing 300/400-level Option course ___ Elective</p>
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SENIOR

<p>___ Marketing 400-level Option course (or 300/400-level if MKT 430 is taken as Quant. Analysis option) ___ Liberal Learning Requirement ___ Elective ___ Elective</p>	<p>___ MGT 499: Strategic Management ___ MKT 450: Marketing Management ___ Elective ___ Elective</p>
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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.