

Marketing, BS and MSMO – ‘Suggested’ Five Year Sequence 2025 – 2026

First Year	
Fall Semester (4 units)	Spring Semester (4 units)
MAT 125: Calculus for Business & Social Sciences (1 unit) or MAT 127: Calculus A (1 unit)	MKT 201: Marketing Principles (0.5 unit)
ECO 101: Principles of Microeconomics (1 unit) OR ECO 102: Principles of Macroeconomics (1 unit)	MGT 201: Management Principles (0.5 unit)
FYS: First Year Seminar (1 unit)	STA 115: Statistics or STA 215: Statistical Inference (1 unit)
College Core Requirement (1 unit)	ECO 101: Principles of Microeconomics (1 unit) OR ECO 102: Principles of Macroeconomics (1 unit)
BUS 99: Business Orientation Seminar (0 credit)	FYS: First Year Seminar (1 unit; if needed) OR College Core Requirement (1 unit)
IDS 102: Information Literacy (0 credit)	BUS 100: Professional Development (0 credit)

FYS will double count if you pair FYS 162 – Race/Ethnicity, FYS 163-Gender/Sexuality, FYS 164-Global Perspectives

Sophomore Year	
Fall Semester (4 units)	Spring Semester (4 units)
ACC 201: Financial Accounting (1 unit)	BUS 200: Legal/Regulatory Environment of Business (1 unit)
MKT 300: Marketing Info & Analysis (1 unit)	IST 201: Intro to Data & Info Science (0.5 unit)
MGT Breadth (1 unit)	FIN 201: Fundamental Financial Methods (0.5 unit)
College Core Requirement (1 unit)	Quantitative Analysis Option
	College Core Requirement (1 unit)

Note: MKT 300 can be taken in fall or spring of sophomore year (recommended to be taken in a different semester from when Quantitative Analysis course is being completed). BUS 200 should be completed during sophomore year or by fall of junior year, at the latest.

Junior Year	
Fall Semester (4 units)	Spring Semester (4 units)
ACC 202: Managerial Accounting (1 unit)	IST Breadth (1 unit)
MKT Breadth (1 unit)	FIN Breadth (1 unit)
College Core Requirement (1 unit)	MKT 300/400 Level Course/Elective (1 unit)
MGT 360: Operations Management (1 unit) or MKT 360: Supply Chain Management (1 unit)	Elective (1 unit)

Senior Year	
Fall Semester (3 units)	Spring Semester (3 units)
MKT 450: Marketing Management	International Business Course or Free Elective (1 unit)
College Core Requirement (1 unit)	BUSG 680: Global Operations and Supply Chain Management (MGT 498 Cross-listed – 1 unit)
MGTG 600: Strategy and Sustained Corporate Competitive Advantage (MGT 499 Cross-Listed – 1 unit)	MKT 400 Level Course (1 unit; may be 300-level if MKT 430 is taken as Quant. Analysis Option)
BUS 400: Senior Exit Exam	

Note: If the International Business requirement has been satisfied with one of the major requirements, replace with a free elective course.

MS Management and Organizations, Recommended 5th Year Sequence

Term	Courses
Transition Summer	Elective (1 unit) Elective (1 unit)
Grad Fall	MGTG 615: Organizational Leadership Elective (1 unit)
Grad Winter	MGTG 650: Strategic Human Resource Management
Grad Spring	MGTG 625: Challenges of Managing the International Firm MGTG 699: Ethical Value Creation Elective (1 unit)

MS Management and Organizations, Electives by Term

Term	Courses
Fall	ACCG 610: Accounting for Managers ECOG 640: Managerial Economics ISTG 605: Foundations of Business Analytics
Spring	FING 630: Corporate Finance and Valuation MGTG 635: Leading Organizational Change MGTG 640: Negotiations and Dispute Resolution PBHG 610: Public Health Leadership for a Changing World
Summer	BUSG 620: Corporate Responsibility and Business Ethics MGTG 620: The Art of Persuasion: Communication for Business MKTG 650: Strategic Marketing Management
Variable Terms	EDAD 540: School Finance and Resource Management PUBG 502: Public Budgeting and Management