

# Bachelor of Arts in Art - Plan V (Graphic Design and Marketing)

MKTG 470	International Marketing Management
MKTG 496	Marketing Planning and Strategy
MKTG 575B	Internship in Marketing
MKTG 590	Seminar in Marketing

Total Units

99

## Requirements (99 units)

Total units required for graduation: 180

This program is designed for students with a strong interest in graphic design, marketing, public relations and business communications.

## Requirements for the B.A. in Art - Plan V (Program Code: AGDM)

### Lower-division requirements (32)

ACCT 211	Introductory Accounting I	4
ART 120	Introduction to Two Dimensional Design	4
ART 221	Art History: Prehistoric Times through the Middle Ages	4
ART 222	Art History: Africa, Asia, the Americas and Oceania	4
ART 223	Art History: Renaissance to the Present	4
ART 232	Introduction to Composition and UI/UX Design	4
ART 238	Intro to 2D Digital Image Creation	4
Four units chosen from:		4
ECON 200	Principles of Microeconomics	
ECON 202	Principles of Macroeconomics	
MGMT 100	Introduction to Business and Public Administration	

### Upper-division requirements (55)

ART 333	History of Graphic Design	4
ART 342	Graphic Design I	5
ART 343	Graphic Design II	5
ART 344	Graphic Design III	5
ART 382	Computer Animation: 3D Modeling	5
ART 384	Digital Motion Imaging	5
ART 442	Graphic Design IV	5
ART 443	Graphic Design V	5
MKTG 305	Marketing Principles	4
MKTG 410	Consumer Behavior	4
MKTG 420	Introduction to Marketing Communications.	4
MKTG 446	Integrated Marketing Communications	4

### Electives (12)

Twelve units chosen from (if not taken previously):		12
ART 301	Topics in Studio Art for Non-Majors	
ART 322	Web Design	
ART 575A-E	Internship	
ECON 200	Principles of Microeconomics	
ECON 202	Principles of Macroeconomics	
ENTR 442	Small Business Management	
MGMT 100	Introduction to Business and Public Administration	
MGMT 302	Management and Organizational Behavior	
MKTG 416	Marketing Research	
MKTG 430	Professional Selling and Sales Management	