B.A. in Administration
Marketing Concentration

Requirements (92-100 units)

Total units required for graduation: 180

Requirements for the B.A. in Administration

Students are encouraged to check that they have met the prerequisite requirements for each course in the College of Business and Public Administration in which they are planning to enroll. Prerequisite requirements listed for each course are strictly enforced.

Enrollment in 300-, 400- and 500-level courses in the College of Business and Public Administration is restricted to students who have completed at least 90 quarter units (i.e., at least junior class level) and all lower-division courses listed below. Course prerequisites are strictly enforced.

Students who do not meet the stated requirements may be disenrolled from the course(s).

Students must earn a grade of "C" (2.0) or better in all lower division, upper-division and concentration courses required to fulfill a B.A. in Administration.

Lower-division core requirements (32)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 211</td>
<td>Introductory Accounting I</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 212</td>
<td>Introductory Accounting II</td>
<td>4</td>
</tr>
<tr>
<td>ECON 200</td>
<td>Principles of Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 202</td>
<td>Principles of Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>IST 101</td>
<td>Introduction to Information Technology</td>
<td>4</td>
</tr>
<tr>
<td>MGMT 230</td>
<td>Business Law</td>
<td>4</td>
</tr>
<tr>
<td>ADMN 210</td>
<td>Applied Business Statistics</td>
<td>4</td>
</tr>
</tbody>
</table>

Four units chosen from (also meets the General Education requirement category B1):

- MATH 110 College Algebra
- MATH 120 Pre-Calculus Mathematics
- MATH 192 Methods of Calculus
- MATH 211 Basic Concepts of Calculus

Upper-division core requirements (36)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 313</td>
<td>Business Finance</td>
<td>4</td>
</tr>
<tr>
<td>FIN 314</td>
<td>Corporate Financial Management</td>
<td>4</td>
</tr>
<tr>
<td>IST 309</td>
<td>Information Systems and Technology</td>
<td>4</td>
</tr>
<tr>
<td>MGMT/PSYC302</td>
<td>Management and Organizational Behavior</td>
<td>4</td>
</tr>
<tr>
<td>MGMT 350</td>
<td>Administrative Communications</td>
<td>4</td>
</tr>
<tr>
<td>MGMT 490</td>
<td>Strategic Management</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 305</td>
<td>Marketing Principles</td>
<td>4</td>
</tr>
<tr>
<td>PA 315</td>
<td>Government-Business Relations</td>
<td>4</td>
</tr>
<tr>
<td>SCM 304</td>
<td>Principles of Supply Chain Management</td>
<td>4</td>
</tr>
</tbody>
</table>

Concentration (24-32)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 410</td>
<td>Consumer Behavior</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 416</td>
<td>Marketing Research</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 436</td>
<td>Marketing Decision-Making</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 496</td>
<td>Marketing Planning and Strategy</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 420</td>
<td>Introduction to Marketing Communications.</td>
<td>4</td>
</tr>
<tr>
<td>or MKTG 430</td>
<td>Professional Selling and Sales Management</td>
<td>4</td>
</tr>
</tbody>
</table>

Four units of 400- or 500-level MKTG courses chosen from:

- MKTG 420 Introduction to Marketing Communications. (if not taken previously)
- MKTG 430 Professional Selling and Sales Management (if not taken previously)
- MKTG 446 Integrated Marketing Communications
- MKTG 460 Retailing
- MKTG 470 International Marketing Management
- MKTG 520 Advanced Marketing Communication
- MKTG 525 Sports and Entertainment Marketing
- MKTG 560 Services Marketing
- ADMN 575 Internship
- MKTG 575D Internship
- MKTG 590 Seminar in Marketing
- MKTG 595D Independent Study

Total Units: 24

Note: The concentration electives should be chosen from the electives listed for each concentration or, with the prior approval of the department chair, the student may substitute other courses for these electives. With prior approval, up to two of the concentration electives may be chosen from other academic disciplines. In planning their career goals, students should review course offerings of other departments to determine if specific courses fit their career plans.