

B.A. in Administration Sports and Entertainment Marketing

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)

ACCT 211	Introductory Accounting I	4
ACCT 212	Introductory Accounting II	4
ECON 200	Principles of Microeconomics	4
ECON 202	Principles of Macroeconomics	4
IST 101	Introduction to Information Technology	4
MGMT 230	Business Law	4
ADMN 210	Applied Business Statistics	4
Four units chosen from (also meets the General Education requirement category B1):		4

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)

FIN 313	Business Finance	4
FIN 314	Corporate Financial Management	4
IST 309	Information Systems and Technology	4
MGMT/PSYC 302	Management and Organizational Behavior	4
MGMT 350	Administrative Communications	4
MGMT 490	Strategic Management	4
MKTG 305	Marketing Principles	4
PA 315	Government-Business Relations	4
SCM 304	Principles of Supply Chain Management	4

Concentration (24-32) 24-32

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.

Sports and Entertainment Marketing Concentration (24 units) (Program Code: SPEN)

MKTG 416	Marketing Research	4
MKTG 430	Professional Selling and Sales Management	4
MKTG 525	Sports and Entertainment Marketing	4
MKTG 550	Advanced Sports Marketing Planning and Strategy	4
MKTG 555	Advanced Entertainment Marketing Planning and Strategy	4
Four units chosen from:		4
MKTG 410	Consumer Behavior	
MKTG 420	Introduction to Marketing Communications.	
MKTG 560	Services Marketing	
ADMN 575	Internship	
MKTG 575D	Internship	
MKTG 590	Seminar in Marketing	
MKTG 595D	Independent Study	

Total Units 24