

## Marketing, B.S.

2020-2021

MAJOR REQUIREMENTS (69-72 UNITS) Grades of "C" or better required. Courses should be completed in order listed.

ısiness Core Curriculum (45-48 units)	FALL	WINTER	SPRING
ACCT 221 Financial Accounting I (4) Prerequisite: ENGL 111/124 and MATH 007 or MATH 013			
ACCT 222 Financial Accounting II (4) Prerequisite: ACCT 221			
ACCT 223 Managerial Accounting (4) Prerequisite: ACCT 222			
ECON 254 Principles of Macroeconomics (4) Completed or concurrent enrollment in MATH 115, 121, 155 or CPTG 117; Social Sciences*			
ECON 255 Principles of Microeconomics (4) Completed or concurrent enrollment in MATH 115, 121, 155 or CPTG 117; Social Sciences*			
FNCE 354 Managerial Finance (4) Prerequisite: ACCT 221, 222, 223 and ECON 254/255 or instructor's consent; Social Sciences*			
MGMT 219 Business Colloquium (.5 units each, 4 units total) Students transferring to major will be prorated. (See NOTE)			
MGMT 304 The Practice of Management (4)			
MGMT 327 Information Technology Management (4)			
MGMT 347 The Legal Environment of Business (4)			
MGMT 491 Management Strategy (4)			
Prerequisites: ACCT 223; FNCE 354; ECON 254/255; MGMT 375 or ENGL/COMM 304; MGMT 347; MGMT 304 & MKTG 305			
MKTG 305 Marketing Principles (4) Social Sciences*			
Upper Division Marketing Electives (12 units)			
Marketing or Related Electives (12 units) to be selected from upper division MKTG courses or from ARTS, COMM, or PSYC course Individual courses must be approved by the Department. A course not approved by the department will not meet requirements. The following courses in particular, may not ordinarily be used to meet major requirements and story this purpose: COMM 104, COMM 170, COMM 202, PSYC 104, PSYC 106, PSYC 219	t major		nent
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Business Core Cognate: MATH 155 Introductory Statistics (4)			
Prerequisite: Math 007, 013, 055, or placement ORDATA 115 Data Fluency for Everyone (4) Prerequisite: Math 007,	010 055		

## SEE REVERSE FOR UNIVERSITY STUDIES REQUIREMENTS

\*A maxiumum of 4 units from the Major, and 8 units of Cognates required by the Major, may apply to University Studies General Studies requirements ( 2020-2021 Undergraduate Academic Bulletin)

NOTE: Should a student's general education and major degree program requirements not meet the minimum 190 units required for graduation, the student must complete elective units to make up the deficiency.

UNIVERSITY STUD	IES (73-86 UNITS)				
Foundational Studie	es (21-34 units) Grades of "C" or better required		FALL	WINTER	SPRING
I. First Year Seminar					
II. Rhetorical Skills	UNST 101A (1), UNST 101B (1), UNST 101C (1)  A. ENGL 111 (3), ENGL 112 (3), ENGL 113 (3) <u>OR</u>			-	
	ENGL 124 Freshman Seminar (4)			-	
	B. Upper Division Rhetoric MGMT 375 (4) as required by major	or		-	
III. Mathematics	College-level Mathematics course (4) Math 155 Introductory			-	
	IV. World Languages Level 3 proficiency (e.g. 153) in one non-English language (4-12)  V. Health and Fitness HLSC 120 (2)				
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General Studies (52	units, 16 upper division) Grades of "D" or better requir	red, unless courses are required by major			
THEME I. Social Science	es (SSCI) 8 units				
	y and Citizenship (4 units from SSCI 204, 205, Prerequisite: ENGL 113 or 124				
Social Science Breadtl	1 Course (4 units)				
THEME II. Arts and Hun	nanities (HUMN) 12 units				
Exploring Culture (4 u 109) Prerequisite: ENGL 1	nits from HUMN 104, 105, 106, 107, 108 or 11 or 124				
	Breadth Course (4 units)				
	Breadth Course (4 units)			-	
	liefs and Practices (RLGN) 16 units				
	in Global Perspective or RLGN 305 Religion in				
Three Cultures (4 units) Prerequisite: ENGL 113 or 124, Junior Status					· <u></u> -
A. Spiritual Experience and Expressions (0-4 units)					
B. Beliefs and Heritage (4 units)					
C. Scripture (4 units)					· <u></u> -
D. Religion and Societ	y (4 units)				· <u></u> -
THEME IV. Natural Scie	nces (NSCI) 12 units				
Scientific Foundations Math, Junior or Senior Stat	s (4 units from NSCI 404, 405, 406, 407, 408 or 409 us	Prerequisite: ENGL 113 or 124, College-Level			
Life Science (4 units)	Either life science or physical science must include a lab				
Physical Science (4 un	its) Either life science or physical science must include a lab				· <u></u> -
THEME V. Senior Semir	nar (UNST) 4 units				
UNST 404C Religion	, Values, and Social Responsibility (4)				· <u></u> -
Service Learning (3	Courses)				
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