

SAMPLE MARKETING PROGRAMS

(Catalog Years 2006 and 2007)

FOUR SEMESTERS

This program is intended for students who do not work. It requires a commitment of a minimum of 40 hours a week for classes and homework. Please see the course catalog for important information on prerequisites and sequencing.

<p><i>Semester 1</i> MKT 370: Marketing* IDS 301: Statistical Analysis for Business* MGT 350: Management and Organizational Behavior FIN 323: Fundamentals of Finance BA 300: Ethical Decision Making in Business (1unit)</p>	<p><i>Semester 2</i> MKT 371: Consumer and Buyer Behavior* MKT 470: Marketing Research* IDS 302: Intro to Operations Management Marketing elective**</p>
<p><i>Semester 3</i> Marketing elective** Marketing elective** Upper Division GE Upper Division GE</p>	<p><i>Semester 4</i> MGT 405: Strategy or BA 404: Small Bus. Consulting MKT 479: Strategic Marketing Management Marketing elective** Upper Division GE</p>

*You must earn at least a C in MKT 370 and IDS 301. You must also earn a C average (2.0) between MKT 371 and 470.

**Marketing elective: Select from MKT 372, 373, 376, 377, 472, 473, 474, 475, 476

NOTE: You need a minimum of 120 units to graduate. If the units listed above plus your lower division units total less than 120, you will need to add electives (lower or upper division) to reach 120 units.

SIX SEMESTERS

This program is intended for students who work no more than 20 hours per week. It requires a commitment of a minimum of 30 hours a week for classes and homework. Please see the course catalog for important information on prerequisites and sequencing.

<p><i>Semester 1</i> MKT 370: Marketing* MGT 350: Management and Organizational Behavior IDS 301: Statistical Analysis for Business* BA 300: Ethical Decision Making in Business (1unit)</p>	<p><i>Semester 2</i> MKT 371: Consumer and Buyer Behavior* FIN 323: Fundamentals of Finance IDS 302: Intro to Operations Management</p>
<p><i>Semester 3</i> MKT 470: Marketing Research* Marketing elective**</p>	<p><i>Semester 4</i> Marketing elective** Marketing elective** Upper division GE</p>
<p><i>Semester 5</i> MGT 405: Strategy or BA 404: Small Bus. Consulting Marketing elective** Upper division GE</p>	<p><i>Semester 6</i> MKT 479: Strategic Marketing Management Upper division GE</p>

*You must earn at least a C in MKT 370 and IDS 301. You must also earn a C average (2.0) between MKT 371 and 470.

**Marketing elective: Select from MKT 372, 373, 376, 377, 472, 473, 474, 475, 476

NOTE: You need a minimum of 120 units to graduate. If the units listed above plus your lower division units total less than 120, you will need to add electives (lower or upper division) to reach 120 units.