

SAMPLE MARKETING PROGRAMS

(Catalog Years 2003, 2004, 2005)

FOUR SEMESTER

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.

<p><i>Semester 1</i> MKT 370: Marketing* IDS 301: Statistics* MGT 350: Management and Org. Behavior FIN 323: Fundamentals of Finance</p>	<p><i>Semester 2</i> MKT 371: Consumer and Buyer Behavior* MKT 470: Marketing Research* IDS 302: Intro to Operations Mgt 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: Sm. Bus. MKT 479: Strategic Marketing Mgt Marketing elective** Upper Division GE</p>

*You must earn at least a C in each of these courses

**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.

<p><i>Semester 1</i> MKT 370: Marketing* MGT 350: Management and Org. Behavior IDS 301: Statistics*</p>	<p><i>Semester 2</i> MKT 371: Consumer and Buyer Behavior* FIN 323: Fundamentals of Finance IDS 302: Intro to Operations Mgt</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: Sm. Bus. Marketing elective** Upper division GE</p>	<p><i>Semester 6</i> MKT 479: Strategic Marketing Mgt Upper division GE</p>

*You must earn at least a C in each of these courses

**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.