

# Advising Course Plan - Marketing Major

## First Year

		Units
<b>Fall</b>		
FSEM 100	First Year Seminar	1
ECON 103S	Essentials of Economics I	1
SOBA 205	Professional Communications	1
General Education Requirement*		1
Term Units		4
<b>Spring</b>		
MATH 122Q	Calculus for Business Decisions	1
SOBA 209V	Introduction to Business Ethics	1
General Education Requirement*		1
General Education Requirement Creative Art or Language 102L level or above)*		1
Term Units		4

## Second Year

<b>Fall</b>		
ACCT 201	Fundamentals of Accounting	1
SOBA 201	Fundamentals of Financial Analysis	1
General Education Requirement*		1
General Elective		1
Term Units		4
<b>Spring</b>		
SOBA 202	Fundamentals of Organizations and Markets	1
INTL 201 <sup>1</sup>	International Business and Culture	1
MKTG 307	Marketing Management	1
General Elective		1
Term Units		4

## Summer

Transfer students may need to satisfy some requirements in the summer term.		
Term Units		0

## Third Year

<b>Fall</b>		
SOBA 203	Fundamentals of Marketing and Technology	1
STAT 301Q	Business Statistics	1
MKTG 316	Consumer Dynamics	1
General Elective		1
Term Units		4
<b>Spring</b>		
Junior Seminar		1
MKTG 318	Marketing Research	1
General Elective		1
General Elective		1
Term Units		4

## Fourth Year

<b>Fall</b>		
MKTG Major Elective		1
MKTG Major Elective		1
General Elective		1
General Elective		1
Term Units		4
<b>Spring</b>		
MKTG 450	Marketing Strategy	1
MGMT 495	Strategic Management	1
MKTG Major Elective		1
General Elective		1
Term Units		4

Total Unit: 32

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\* Any General Education Courses in these categories: ONE (1) course unit from (A) Creative Art OR Modern Language; ANY THREE (3) course units from (B) Culture and Belief, (S) Individual, Society & Social Systems, (H) Historical Inquiry, (P) Physical and Natural World, (Q) Quantitative Reasoning, Modern Language course at any level, or (A) Creative Art (includes A, or MUSC, MUSA, or MUSE credit courses.)  
1 MKTG 420 (*a Marketing Elective*) can be used to satisfy the INTL 201 requirement, freeing up a course to be used for elective or minor.