MANAGEMENT AND MARKETING
The Management and Marketing Department prepares students for careers in a variety of organizational occupations, including: human resource positions like benefits or compensation specialists; logistics positions in warehousing, supply chain management, or transportation; a variety of management positions, marketing careers in sales, advertising, or product/brand management; or entrepreneurial opportunities in small business. In addition to responsibility for the coursework in these areas, this department is also responsible for the courses in the general business administration area.

Requirements for the Management Concentration within the Business Administration Major (25 units)
1. Requires MGMT 309 and 310
2. Plus, three courses (or units to complete 25) selected from the following: MGMT 308, 340, 345, 430, 460, 477, BA 428, MIS 480
3. Alternately, as a part of the three courses to complete the concentration, students may also select one of the following courses to serve as one of the three elective courses: ECON 451, PPA 450

Requirements for the Marketing Concentration within the Business Administration Major (20 units)
1. Three courses selected from: MKTG 301, 302, 304, 405, 406, 410, or 430
2. Plus one* required course: MKTG 400 or 490
*Note: Students may take 400 and 490 plus two more courses from the selection list above.

Requirements for the Small Business Management Concentration within the Business Administration Major (25 units)
1. Requires MGMT 340 and 345
2. Plus, three courses (or units to complete 25) selected from the following: FIN 360, MGMT 309, 310, 460, ACCT 303, BA 428, MKTG 304, PPA 450

Requirements for the Supply Chain Logistics Concentration within the Business Administration Major (25 units)
1. Requires MGMT 440, 445, MIS 340, and MKTG 406
2. Plus, one of the following: MGMT 405, 430, 460, MKTG 420, PPA 450