**Department of Management and Marketing**

**School of Business and Public Administration**

**Department Chair:** Yong Choi

**Department Office:** Business Development Center, A142

**Telephone:** (661) 654-2181

**email:** ychoi@csub.edu or amora2@csub.edu

**Website:** http://www.csub.edu/bpa

**Faculty:** M. Attaran, H. Bidgoli, E. Carter, Y. Choi,

D. M. Flanagan, B. McNamara, D. Olson,L. Paris, J. Stark,

J. Tarjan, M. Way, J. West

**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, 420, 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

**Requirements for the Marketing Minor within the Business Administration Major** (20 units)

1. Requires MKTG 300 and 490

2. Plus, any two other 5-unit Marketing course

**Requirements for the Organizational Studies Minor within the Business Administration Major** (20 units)

1. Requires MGMT 300, 308, 309, 310