

BUSINESS ADMINISTRATION, MANAGEMENT AND MARKETING

Department of Management and Marketing School of Business and Public Administration

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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 General Business Concentration within the Business Administration Major (15 units)

1. General Business

Five upper division courses from at least three of the following areas: Accounting, Agricultural Business, Business Administration, Economics, Finance, Management, Marketing, and Management Information Systems.

Requirements for the Human Resource Management Concentration within the Business Administration Major (15 units)

2. Human Resource Management

MGMT 3100, 4200, 4220, 4280, and one course from MGMT 3090, 4300, or ECON 4588. Concentration prerequisite: MGMT 3000.

Requirements for the Management Concentration within the Business Administration Major (15 units)

3. Management

MGMT 3090, 3100, and three courses from MGMT 3080, 3400, 3450, 4300, 4600, 4770, BA 4280, PPA 4500. Concentration prerequisite: MGMT 3000.

Requirements for the Marketing Concentration within the Business Administration Major (15 units)

4. Marketing

MKTG 4000 or 4908, and four courses from 3010, 3020, 3040, 4050, 4060, 4100, 4200, 4300. Concentration prerequisite: MKTG 3000.

Requirements for the Small Business Management (15 units)

5. Small Business Management

MGMT 3400, 3450 and three courses from FIN 3600, MGMT 3090, 3100, 4600, ACCT 3030, BA 4280, MKTG 3040, BA 4500.

Requirements for the Supply Chain Logistics Concentration within the Business Administration Major (15 units)

6. Supply Chain Logistics

MGMT 4400 and 4450, MIS 3400, MKTG 4060, and one course from MGMT 4050, 4300, 4600, MKTG 4200, PPA 4500. Concentration prerequisites: MGMT 3020 and MKTG 3000.

Requirements for the Marketing Minor within the Business Administration Major (12 units)

1. Requires MKTG 3000 and 4908
2. Plus, any two other 3-unit Marketing course.

Requirements for the Organizational Studies Minor within the Business Administration Major (12 units)

1. Requires MGMT 3000, 3080, 3090, 3100