

# Advising Guide

## Department of Marketing

-  Marketing
-  Sports & Entertainment Marketing
-  International Business
-  Hospitality Management (PDC)



*"Targeting your Success and Defining the Future"*

## **CONCENTRATIONS:**

### **B.A. in Administration - Marketing Concentration (18 units)**

*Courses Required:*

1. MKTG 4100: Consumer Behavior (3)
2. MKTG 4160: Marketing Research (3)
3. MKTG 4200: Marketing Communications (3)
4. MKTG 4300: Professional Selling and Sales Management (3)
5. MKTG 4960: Strategic Marketing Planning  
OR MKTG 4760: Strategic Issues in International Business (3)

*Choose three (3) units from the following:*

- MKTG 4460: Integrated Marketing Communications
- MKTG 4600: Retailing and Ecommerce
- MKTG 4700: International Marketing
- MKTG 4750: Digital Marketing
- MKTG 4760: Strategic Issues in International Business (if not taken above)
- MKTG 4960: Strategic Marketing Planning (if not taken above)
- MKTG 5160: Marketing Data Analytics
- MKTG 5250: Sports, Entertainment, and Hospitality Marketing
- MKTG 5600: Experiential Marketing
- MKTG 5930: Seminar in Marketing
- MKTG 5951: Independent Study
- MKTG 5952: Independent Study
- MKTG 5953: Independent Study
- ADMN 5753: Internship

\* MKTG 4160 must be completed PRIOR to taking MKTG 4960

### **B.A. in Administration – Sports and Entertainment Marketing Concentration (18 units)**

*Courses Required:*

1. MKTG 4160: Marketing Research (3)
2. MKTG 4300: Professional Selling and Sales Management (3)
3. MKTG 5250: Sports, Entertainment, and Hospitality Marketing (3)
4. MKTG 5500: Advanced Sports Marketing Planning and Strategy (3)
5. MKTG 5550: Advanced Entertainment Marketing Planning and Strategy (3)

*Choose three (3) units from the following:*

- MKTG 4100: Consumer Behavior
- MKTG 4200: Marketing Communications
- MKTG 4750: Digital Marketing
- MKTG 5160: Marketing Data Analytics
- MKTG 5600: Experiential Marketing
- MKTG 5930: Seminar in Marketing
- MKTG 5951: Independent Study
- MKTG 5952: Independent Study
- MKTG 5953: Independent Study
- ADMN 5753: Internship

\* MKTG 5250 must be completed PRIOR or CONCURRENTLY to taking MKTG 5500 or 5550

\* It is strongly encouraged to take MKTG 5600 and/or ADMN 5750

## **B.A. in Administration – International Business (18 units)**

### *Courses Required:*

1. MKTG 4700: International Marketing (3)
2. MKTG 4760: Strategic Issue in International Business (3)
3. MKTG 4050: Managing Across Borders (3)
4. Three units of an approved foreign language (3)

*Choose six (6) units from one of the following three regional focus areas:*

### **Asia Regional Focus Area:**

- ANTH 3730R: Asian Cultures
- ANTH 3704R: Anthropology of the Middle East
- CAL 3750: Exploring the World of Islam through Literature
- FIN 3555: Business and Asian Culture
- HIST 4350: World War II in the Pacific
- CAL 3888: Asian Humanities in a Globalized World
- PHIL 3450: Asian Philosophy
- PSCI 3050: East Asian Politics
- PSCI 3080: Government and Politic of the Middle East
- SSCI 3000: Global Issues and Perspectives
  - Up to six (6) units of study abroad courses visiting countries in Asia
  - Any other Asia region focused course approved by the program director

### **Europe Regional Focus Area:**

- HIST 5030: Europe Since 1945

- PSCI 3040: East European Political Systems
- PSCI 5900: Seminar in International Relations
  - Up to six (6) units of study abroad courses visiting countries in Europe
  - Any other Europe region focused course approved by the program director

**Latin America Regional Focus Area:**

- ANTH 3701R: Cultures of Mexico and Central America
- ANTH 3702R: Anthropology of South America
- HIST 4650: Modern Central America
- HIST 4660: Foreign Relations of Latin America
- HIST 4700: Modern Latin America
  - Up to six (6) units of study abroad courses visiting countries in Latin America
  - Any other Latin America region focused course approved by the program director

❖ *This program has a foreign language requirement. Students are required to take three units in a foreign language. Students may select courses in any of the following languages offered at CSUSB: Arabic, Chinese, French, Japanese, Korean, Portuguese, Spanish, American Sign Language, Cahuilla, Luiseño, and Serrano. Additional foreign languages may be approved by the Chair of the Department of Marketing. Courses must not be taught in English. Students wishing to take 3 units in a foreign language not offered at CSUSB may request approval from the Chair of the Department of Marketing.*

**B.A. in Administration – Hospitality Management (18 units)**

*Courses Required:*

1. MKTG 5700: Hospitality Operations Management (3)
2. MKTG 5250: Sports, Entertainment, and Hospitality Marketing (3)
3. MKTG 5750: Hospitality Internship I (1)
4. MKTG 5752: Hospitality Internship II (2)
5. HRM 4550: Human Resource Management (3)

*Choose six (6) units from the following:*

- ❖ MKTG 4200: Marketing Communications
- ❖ MKTG 4300: Professional Selling and Sales Management
- ❖ MKTG 5730: Festival and Entertainment Management
- ❖ MKTG 5740: Tribal Gaming: Cultural and Political Context
- ❖ ACCT 3470: Management Accounting and Ethics in Business
- ❖ ENTR 5470: Managing a Growing Business
- ❖ HRM 4580: Employment Law
- ❖ MGMT 4520: Leadership and Followership

## **MINORS:**

### **Minor in Marketing (21 units)**

*Required Courses:*

1. MKTG 3050: Marketing Principles (3)
2. MKTG 3160: Research Methods (3)
3. MKTG 4100: Consumer Behavior (3)

*Choose Twelve (12) units from the following courses:*

- MKTG 4160: Marketing Research
- MKTG 4200: Marketing Communications
- MKTG 4300: Professional Selling and Sales Management
- MKTG 4460: Integrated Marketing Communications
- MKTG 4600: Retailing and Ecommerce
- MKTG 4700: International Marketing
- MKTG 4750: Digital Marketing
- MKTG 4760: Strategic Issues in International Business
- MKTG 4960: Strategic Marketing Planning
- MKTG 5160: Marketing Data Analytics
- MKTG 5250: Sports, Entertainment, and Hospitality Marketing
- MKTG 5600: Experiential Marketing

### **Minor in Sports and Entertainment Marketing (18 units)**

*Required Courses:*

1. MKTG 3050: Marketing Principles (3)
2. MKTG 4300: Professional Selling and Sales Management (3)
3. MKTG 5250: Sports, Entertainment and Hospitality Marketing (3)
4. MKTG 5500: Advanced Sports Marketing Planning and Strategy (3)
5. MKTG 5550: Advanced Entertainment Marketing Planning and Strategy (3)

*Choose three (3) units from the following courses:*

- MKTG 3160: Research Methods
- MKTG 4100: Consumer Behavior
- MKTG 4160: Marketing Research
- MKTG 4200: Marketing Communications
- MKTG 5930: Seminar in Marketing
- ADMN 5753: Internship

\* It is strongly encouraged to choose MKTG 4160, MKTG 5600, MKTG 4300 and/or MKTG 5750

## Minor in International Business (18 units)

### *Required Courses:*

1. MGMT 4050: Managing Across Borders (3)
2. MKTG 3050: Marketing Principles (3)
3. MKTG 4700: International Marketing (3)
4. MKTG 4760: Strategic Issues in International Business (3)
5. Three units of an approved foreign language (3)

### *Choose three (3) units from the following courses:*

- ADMN 5753: Internship
  - ADMN 5910: Seminar in Administration
  - ADMN 5920: Seminar in Administration
  - ADMN 5930: Seminar in Administration
  - ADMN 6910: Advanced Topics in Administration
  - ADMN 6920: Advanced Topics in Administration
  - ADMN 6930: Advanced Topics in Administration
  - ANTH 3610: Cultural Entanglements and the Global Economy
  - ARAB 3117: Advanced Arabic for Professional Communication
  - COMM 2201: Intercultural Communication
  - ECON 3318: International Economics
  - ECON 3780: Multinational Corporations
  - ENTR 5260: Global Entrepreneurship
  - FIN 3555: Business and Asian Culture
  - FIN 4330: International Finance
  - FREN 4450: French Means Business
  - HSCI 3203: Global Health
  - PSCI 5400: Seminar in Comparative Politics
  - PSCI 5900: Seminar in International Relations
  - SCM 4450: International Logistics
  - SPAN 4401: Spanish to the Professions
- ❖ This program has a foreign language requirement. Students are required to take three units in a foreign language. Students may select courses in any of the following languages offered at CSUSB: Arabic, Chinese, French, Japanese, Korean, Portuguese, Spanish, American Sign Language, Cahuilia, Luiseño, and Serrano. Additional foreign languages may be approved by the Chair of the Department of Marketing. Courses must not be taught in English. Students wishing to take 3 units in a foreign language not offered at CSUSB may request approval from the Chair of the Department of Marketing.

## **Minor in Hospitality Management (21 units)**

*Required Courses:*

1. MKTG 3050: Marketing Principles (3)
2. MKTG 5250: Sports, Entertainment, and Hospitality Marketing (3)
3. MKTG 5700: Hospitality Operations Management (3)
4. MKTG 5750: Hospitality Internship I (1)
5. MKTG 5752: Hospitality Internship II (2)

*Choose Nine (9) units from the following:*

- MKTG 5730: Festival and Entertainment Management
- MKTG 5740: Tribal Gaming: Cultural and Political Context
- MKTG 4300: Professional Selling and Sales Management
- MKTG 4200: Marketing Communications
- HRM 4550: Human Resources Management
- HRM 4580: Employment Law
- ENTR 5470: Managing a Growing Business

## Bachelor of Arts in Administration

### Requirements (74 Units)

**Total units required to for graduation: 120**

Students are encouraged to check that they have met the prerequisite requirements for each course in the Jack H. Brown College of Business and Public Administration in which they are planning to enroll. Prerequisite requirements listed for each course are strictly enforced.

Enrollment in 3000-, 4000- and 5000-level courses in the Jack H. Brown College of Business and Public Administration is restricted to students who have completed at least 60 semester units (i.e., have achieved junior standing). Course prerequisites are strictly enforced.

Students who do not meet the stated requirements may be disenrolled from the course(s).

### Requirements for the B.A. in Administration (74 Units)

\*MKTG 3050: Marketing Principles is an upper-division core requirement

#### Lower-division core requirements (23)

- ACCT 2110: Introductory Accounting I (3)
- ACCT 2120: Introductory Accounting II (3)
- ADMN 1500: Introduction to Administration (1)
- ADMN 2100: Applied Business Statistics (3)
- ECON 2201: Principles of Microeconomics (3)
- ECON 2202: Principles of Macroeconomics (3)  
\*Satisfies GE Category D3
- IST 1110: Introduction to Information Technology (1)
- MGMT 2300: Legal Environment of Organizations (3)

Choose three (3) units from the following courses: \*Satisfies  
GE category B4

- MATH 1301: Modeling with Functions
- MATH 1401: Accelerated Preparation for Calculus
- MATH 1601: Modeling with Calculus
- MATH 2210: Calculus I

#### Upper-division core requirements (23)

- FIN 3001: Finance I (3)
- IST 3110: Management of Information Technology (3)
- MGMT 3020: Organizational Behavior (3)
- MGMT 3500: Applied Communication (3)
- MGMT 3900: Principles of Strategy (2)
- MKTG 3050: Marketing Principles (3)
- PA 3150: Society, Business, & Global Governance (3) \*Satisfies GE category D4
- SCM 3040: Principles of Supply Chain Management (3)

#### Breadth Electives (10)

Choose (9) units from the following:

- ENTR 3000: Entrepreneurship and Innovation
- FIN 3002: Finance II
- MKTG 3160: Research Methods
- PA 3050: Organizations in Multicultural and Diverse Societies
- ADMN 4900: Administration Capstone (1)

**Concentration (18 units):** Students must satisfy the requirements of one of the concentrations JHBC offers.



## Requirements for General Education Program

### University Foundation (21)

*\*Open only to students accepted into the University Honors Program*

### Foundation Seminar (GE Category E) (3)

*Choose three (3) units from the following:*

*ADMN 1001, ADMN 1002, ADMN 1003, ADMN 1200, CAL 1000, CAL 1110, CAL 1120, CAL 1130, CAL 1140, COMM 1000, COMM 1002, CSE 1290, ENG 1300, HON 1000, KINE 2050, NSCI 1000, NSCI 1110, NSCI 1200, PHIL 1001, SOC 1100, SSCI 1110*

### Oral Communications (GE Category A1) (3)

*Choose three (3) units from the following:*

*COMM 1006, HON 1300\**

### Written Communication (GE Category A2) (3)

*Choose three (3) units from the following:*

*ENG 1060A, ENG 1060B, ENG 1070A, ENG 1070B, HON 1100\**

### Critical Thinking (GE Category A3) (3)

*Choose three (3) units from the following:*

*COMM 1007, CSE 1100, HON 1200\*, MATH 1501, PHIL 1005, PHIL 2100, PSYC 1105, SOC 1800*

### Mathematics/Quantitative Reasoning (GE Category B4) (3)

*Choose three (3) units from the following:*

*CSE 1300, MATH 1101, MATH 1103, MATH 1201, MATH 1203, MATH 1301, MATH 1303, MATH 1401, MATH 1402, MATH 1403, MATH 1601, MATH 2210*

### American Government (GE Category D1) (3)

*Choose three (3) units from the following:*

*PSCI 2030, PSCI 2030H\**

### U.S. History (GE Category D2) (3)

*Choose three (3) units from the following:*

*HIST 1406, HIST 1406H\*, HIST 2000, HIST 2010*

### ❖ Disciplinary Perspectives – Scientific Inquiry (10)

### Physical Science (GE Category B1) (3)

*Choose three (3) units from the following:*

*ASTR 1000, ASTR 1010, CHEM 1000, CHEM 2050, CHEM 2070, CHEM 2100, GEOG 1030, GEOL 1000, GEOL 1020, GEOL 1060, GEOL 2040, PHYS 1000, PHYS 2000, PHYS 2500*

### Life Science (GE Category B2) (3)

*Choose three (3) units from the following:*

*BIOL 1000, BIOL 1010, BIOL 2010, BIOL 2160, BIOL 2170, BIOL 2180, BIOL 2240, HSCI 1200*

### Laboratory (GE Category B3) (3)

*Choose three (3) units from the following:*

*ASTR 1000L, ASTR 1010L, BIOL 1000L, CHEM 1000L, CHEM 2050L, CHEM 2100L, CSE 1110L, CSE 1120L, GEOG 1030L, GEOL 1000L, GEOL 1060L, HSCI 1200L, KINE 2010L, PHYS 1000L, PHYS 2000L, PHYS 2500L*

### Upper Division Scientific inquiry (GE Category B5) (3)

*Choose three (3) units from the following:*

*ASTR 3000, BIOL 3010, BIOL 3030, CHEM 3000, CHEM 3100, GEOL 3020, GEOL 3040, HON 3150\*, HON 3200\*, HSCI 3051, MATH 3140, NSCI 3250, PHYS 3000, PHYS 3010*

### ❖ Disciplinary Perspectives – Arts and Humanities (12)

#### Arts (GE Category C1) (3)

*Choose three (3) units from the following:*

*ART 2400, CAL 1500, CAL 1804, COMM 1020, MUS 1800, MUS 1969, MUS 2266, TA 2640, TA 2660*

#### Humanities (GE Category C2) (3)

*Choose three (3) units from the following:*

*ARAB 1112, ARAB 2900, ASL 1112, CAHU 1112, CHIN 1112, ENG 1120, ENG 1200, ENG 1210, ENG 1700, ENG 2180, FREN 1112, FREN 2900, JAPN 1112, JAPN 2900, KOR 1112, KOR 2900, LUIS 1112, PHIL 1010, PORT 1112, SERR 1112, SPAN 1112, SPAN 2900, TA 1160, TA 2612*

#### ❖ Arts or Humanities (Additional Course from GE C1 or C2) (3)

**Upper Division Arts or Humanities (GE Category C4) (3)**

*Choose three (3) units from the following:*

AH 3310, ARAB 3900, ART 3000, ART 3001, ART 3210, CAL 3250, CAL 3300, CAL 3350, CAL 3400, CAL 3550, CAL 3700, CAL 3750, CAL 3888, COMM 3322, COMM 3334, COMM 3336, ENG 3000, ENG 3140, ENG 3700, FREN 3900, HIST 3380, HIST 3890, HON 3100\*, HON 3300\*, JAPN 3900, MUS 3080, MUS 3309, MUS 3500, PHIL 3001, PHIL 3005, SPAN 3900, TA 4663, WLL 3940, WLL 3950

- **Disciplinary Perspectives – Social Sciences (6)**

**Social Science Discipline Perspectives (GE Category D3) (3)**

*Choose three (3) units from the following:*

ANTH 1001, ANTH 1002, ANTH 1400, ECON 2000, ECON 2202, ES 1000, GEOG 1010, GEOG 1650, GEOG 2000, GSS 1000, GSS 1010, GSS 1030, HIST 1400, HIST 1440, PSYC 1100, SOC 1000

**Upper Division Social Sciences (GE Category D4) (3)**

*Choose three (3) units from the following:*

ANTH 3500, ANTH 3603, CJUS 4451, COMM 3305, EXON 3101, GEOG 3501, GEOG 5150, GSS 4200, GSS 4500, HON 3250\*, HON 3350\*, PA 3150, SOC 3410, SOC 4420, SSCI 3000, SSCI 3001, SSCI 3010, SSCI 3011, SSCI 3160, SSCI 3250, SSCI 3320, SSCI 3390

## Marketing Courses

### **MKTG 3160. Research Methods. Units: 3**

Research as an activity of information gathering, analysis and interpretation for input into organizational decision making. Students will gain the skill-set to define the proper research problem, develop an appropriate research design, effectively sample the right population, and collect and analyze the data (secondary and/or primary) required to enable managers to make better decisions. Different methods of data collection (e.g. survey, observation, experiments, qualitative methods), tools utilized for data collection and analysis, and the type of data created will be covered.

### **MKTG 4100. Consumer Behavior. Units: 3**

Semester Prerequisite: [MKTG 3050](#) and [MKTG 3160](#).

Quarter Prerequisite: MKTG 305

An examination of factors that affect consumers during the pre-purchase, purchase, and post-purchase decision-making process. An analysis of the individual and aggregate market behavior of customers and the use of theoretical and empirical customer information in developing marketing policy and strategy through project-based learning. Factors that affect consumers' perceptions, attitudes and decision making will be introduced and discussed. Formerly offered as MKTG 410.

### **MKTG 4160. Marketing Research. Units: 3**

Semester Prerequisite: [MKTG 3050](#) and [MKTG 3160](#).

Quarter Prerequisite: MKTG 305

In this course, students will learn how to develop a marketing research plan, collect the data (secondary and/or primary), analyze and interpret the data, and present the results, in order to enable managers to make better decisions. Fundamental statistical analysis techniques commonly used in marketing research, such as frequency analysis, hypothesis testing, analysis of variance, correlation, and regression will be taught. The course will also feature many examples of contemporary marketing research applications. Formerly offered as MKTG 416. Materials fee required.

### **MKTG 4200. Marketing Communications. Units: 3**

Semester Prerequisite: [MKTG 3050](#) and [MKTG 3160](#).

Quarter Prerequisite: MKTG 305 and the upper-division writing requirement

An integrated approach to planning and creating the firm's total marketing communications program, primarily advertising, sales promotion, public relations, and social media. Surveys the entire field of promotion in its social and management context and develops the creative approach, strategy, and tactics necessary to realize the objectives of the marketing program. Emphasizes application of concepts through project-based learning incorporating quantitative and qualitative research techniques, industry analysis, and graphic design, in developing and evaluating communication plans. Formerly offered as MKTG 420.

### **MKTG 4300. Professional Selling and Sales Management. Units: 3**

Semester Prerequisite: [MKTG 3050](#). Quarter Prerequisite:

MKTG 305 and the upper division writing requirement

Students will learn about the sales process, the buying process, relationship selling, prospecting, sales call planning, communication, negotiating, and closing sales as well as how to motivate, compensate, and train sales people. Develops interpersonal communication skills through role-playing and other selling techniques in the selling of products and services. Skills in prospecting, relationship building analysis, sales demonstrations, sales negotiations, and closing of sales will be taught. Emphasis will be on personal selling techniques, sales management, and best practices in professional selling. Formerly offered as MKTG 430.

### **MKTG 4460. Integrated Marketing Communications. Units: 3**

Semester Prerequisite: [MKTG 4200](#). Quarter Prerequisite: MKTG 420

An experiential projects course focusing on the development of an integrated marketing communications campaign for a client's regional or national product or service. Formerly offered as MTKG 446.

**MKTG 4600. Retailing and Ecommerce. Units: 3**

Semester Prerequisite: MKTG 3050. Quarter Prerequisite: MKTG 305

Development, organization and management of retail institutions. Emphasis is on brick & mortar and e-commerce operations and include merchandise planning, control of budgets, human resources planning, pricing and customer service. Students develop a retail strategy mix for a retailer within the context of today's retail practices. Formerly offered as MTKG 460.

**MKTG 4700. International Marketing. Units: 3**

Semester Prerequisite: MKTG 3050. Quarter Prerequisite: MKTG 305

Development of international marketing strategies and programs for the determination of objectives and methods of organization through execution of research, advertising, pricing, distribution, financing, and human resource management activities. Emphasis on the design of optimal strategies under varying physical, economic, political, social and cultural environments and specific marketing situations. Formerly offered as MKTG 470. Satisfies GE designation Global Perspectives only.

**MKTG 4750. Digital Marketing. Units: 3**

Semester Prerequisite: MKTG 3050. Prerequisite: MKTG 305

Content emphasizes a hands-on immersion into e-commerce, project management, procurement, and social media, how this technology impacts the marketing mix and effective and efficient marketing strategies. Topics focus on applications, innovations, and future direction in marketing practice and includes application of content in marketing and communications planning.

**MKTG 4760. Strategic Issues in International Business. Units: 3**

Semester Prerequisite: MKTG 4700. Prerequisite: MKTG 470 and MGMT 405

An examination of strategic issues in conducting business across national boundaries. Development and implementation of strategic and tactical decisions for companies and brands drawing upon research, analysis, and strategic marketing skills to develop actionable plans that address critical challenges faced by organizations.

**MKTG 4960. Strategic Marketing Planning. Units: 3**

Semester Prerequisite: MKTG 4100 and MKTG 4160. Quarter Prerequisite: MKTG 410 and MTKG 416

Provides an overview of the role of sustainability in marketing strategy. Emphasis is on the use of the triple bottom line perspective to cast sustainability as the simultaneous pursuit of financial, social/relational, and environmental performance. Development and implementation of strategic and tactical decisions for companies and brands drawing upon research, analysis, and strategic marketing skills to develop actionable plans that address critical marketing challenges faced by organizations. Formerly offered as MKTG 496.

**MKTG 5160. Marketing Data Analytics. Units: 3**

Semester Prerequisite: MKTG 4160. Quarter Prerequisite: MKTG 416

Students will be able to identify, evaluate, and capture business analytic opportunities that create value. In addition, students will learn basic analytics methods to analyze big data (large data sets). Students will learn how to develop new insights based on business performance data and statistical methods. Students will learn how data analysts describe, predict, and inform business decisions, and they will develop data literacy and an analytic mindset that will help them make strategic decisions based on data.

**MKTG 5250. Sports, Entertainment, and Hospitality Marketing. Units: 3**

Semester Prerequisite: MKTG 3050 or MKTG 6050. Quarter Prerequisite: MKTG 305 or MKTG 605

The application of basic marketing principles to sports, entertainment, and hospitality products and services. Students will learn about marketing by developing and presenting strategic marketing plans for a sports, entertainment or hospitality organization. The plan will include a situational analysis, SWOT analysis, mission statement, positioning statement, and marketing plan that includes objectives, strategies, tactics, and key result measures. Formerly offered as MKTG 525.

**MKTG 5500. Advanced Sports Marketing Planning and Strategy. Units: 3**

Semester Prerequisite: MKTG 5250. Quarter Prerequisite: MKTG 525

An integrative approach to strategic sports marketing

management providing theoretical and practical aspects of marketing management in the sports industry. Topics include the planning, design and execution of a comprehensive situation analysis, identification and evaluation of strategic marketing alternatives, and the implementation of marketing plans and programs. Formerly offered as MKTG 550.

**MKTG 5550. Advanced Entertainment Marketing Planning and Strategy. Units: 3**

Semester Prerequisite: MKTG 5250. Quarter Prerequisite: MKTG 525

An integrative approach to strategic entertainment marketing management providing theoretical and practical aspects of marketing management in the entertainment industry. Topics include the planning, design and execution of a comprehensive situation analysis, identification and evaluation of strategic marketing alternatives, and the implementation of marketing plans and programs. Formerly offered as MKTG 555.

**MKTG 5600. Experiential Marketing. Units: 3**

Semester Prerequisite: MKTG 3050 or MKTG 6050.

Quarter Prerequisite: MKTG 305 or MKTG 605

The successful marketing of services and the delivery of excellent service are critical elements in the achievement of customer satisfaction and the long-term success of an organization. In this regard, service quality and its measurement will be emphasized, as will the link between service quality and customer satisfaction. This course will also cover the application of the principles of marketing to the marketing of services as well as in-depth understanding of the broader role of service excellence for both "pure" service organizations and organizations that offer a mix of goods and services. Formerly offered as MKTG 560.

**MKTG 5700. Hospitality Operations Management. Units: 3**

Quarter Prerequisite: MKTG 305 or MKTG 605

Students will have an opportunity to become acquainted with the social, economic and environmental context within which the hospitality industry operates to understand the structure, nature and operating characteristics of the different sectors of the hospitality industry such as food service, lodging and tourism. This introductory course will explore the various functions of

management and their interrelationships with other key concerns of managers such as marketing, finance and human resource management. Additionally, the course emphasizes quality assurance, guest satisfaction and process improvement. The goal of this course is to help students develop capable minds to function as successful managers and leaders for the benefit of employees, customers, and stakeholders of the organization. Students will have opportunities to explore and evaluate their personal skills and qualities as they apply theories and case study scenarios to present and future operational assessment and trends.

**MKTG 5730. Festival and Entertainment Management. Units: 3**

Semester Prerequisite: MKTG 3050. Quarter Prerequisite: MKTG 525

Organization and administration of attraction-based events, focusing on scheduling, financing, budgeting, and revenue distribution, logistics, planning techniques, marketing, contracts and staging considerations.

**MKTG 5740. Tribal Gaming: Cultural and Political Context. Units: 3**

Semester Prerequisite: MKTG 5700. Quarter Prerequisite: MKTG 570

Social and political context of American Indian tribal gaming, political relationships between federal and tribal governments, contemporary examples of tribal gaming, sociocultural and economic forces leading to gaming as strategy for economic development, and responses by non-Indian communities to tribal gaming.

**MKTG 5750. Hospitality Internship I. Unit: 1**

Semester Corequisite: MKTG 5700

Entry level experience in a hotel, restaurant, or related position at a university approved site with a focus on rotating through all departments in the organization. NOTE: Only students who have been approved for placement by internship coordinator may enroll in this course.

**MKTG 5752. Hospitality Internship II. Units: 2**

Semester Prerequisite: MKTG 5700. Quarter Prerequisite: MKTG 570

Semester Corequisite: MKTG 5720

Food handler certification required for restaurant

experience. Experience in a hotel, restaurant, tribal casino, or tourism site. Minimum of 75 hours of quality work at site required during semester in addition to completion of a project.

**ADMN 5753. Internship. Unit: 3**

Semester Prerequisite: Consent of college internship coordinator. Quarter Prerequisite: senior standing preferred; consent of instructor and the departments internship coordinator

Supervised work and study in private or public organizations. May be repeated for credit. A total of six units of Jack H. Brown College of Business and Public Administration 5753 or 5755 courses may be applied toward graduation. Graded credit/no credit.

**MKTG 5915. Seminar in Marketing. Unit: 1**

An intensive study of some phase of marketing to be developed by the instructor. May be repeated for credit as topics change.

**MKTG 5930. Seminar in Marketing. Units: 3**

An intensive study of some phase of marketing to be developed by the instructor. May be repeated for credit as topics change. Formerly offered as MKTG 590.

**MKTG 5951. Independent Study. Unit: 1**

Semester Prerequisite: Junior status, or graduate status Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Course is cross-listed across different departments within the college.

**MKTG 5952. Independent Study. Units: 2**

Semester Prerequisite: Junior status, or graduate status Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may

be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Formerly offered as 595B. Course is cross-listed across different departments within the college.

**MKTG 5953. Independent Study. Units: 3**

Semester Prerequisite: Junior status, or graduate status Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Formerly offered as 595D. Course is cross-listed across different departments within the college.

**MKTG 6050. Marketing Management. Units: 3**

An examination of managerial decision-making and problem-solving using the marketing mix and the activities it entails such as selling, advertising, pricing, consumer behavior, marketing research and channels of distribution. Formerly offered as MKTG 605.

**MKTG 6100. Consumer and Organizational Buying Behavior. Units: 3**

Semester Prerequisite: MKTG 6050. Quarter Prerequisite: MKTG 605  
Influences on the purchasing behavior of individual consumers and organizational buyers. Use of theories, concepts and research findings in management and public policy decisions. Formerly offered as MKTG 610.

**MKTG 6400. Advanced Marketing Research. Units: 3**

Semester Prerequisite: MKTG 6050. Quarter Prerequisite: MKTG 605  
Advanced study of current marketing research methods used to gather, analyze and transform data into information required for managerial decision-making. Includes qualitative and quantitative approaches to problem definition, research design, data collection and

analysis, interpretation and presentation of research results. Requires use of statistical software packages. Formerly offered as MKTG 640.

**MKTG 6700. Global Marketing Strategies. Units: 3**

Semester Prerequisite: MKTG 6050. Quarter Prerequisite: MKTG 605

Advanced marketing strategies for developing global markets. Includes the emerging changes in international markets and their impact on general marketing strategies. Formerly offered as MKTG 670.

**ADMN 6763. Internship. Unit: 3**

Semester Prerequisite: Consent of college internship coordinator. Quarter Prerequisite: senior standing preferred; consent of instructor and the departments

internship coordinator

Supervised work and study in private or public organizations. May be repeated for credit. A total of six units of Jack H. Brown College of Business and Public Administration 5753 or 5755 courses may be applied toward graduation. Graded credit/no credit.

**MKTG 6900. Marketing Strategy. Units: 3**

Semester Prerequisite: MKTG 6050, MKTG 6100, and MKTG 6400. Quarter Prerequisite: MKTG 605, MKTG 610, and MKTG 640

A strategy planning approach to marketing management from conceptual and applications perspectives. Focus is on the strategic decision-making process supported by self-analysis and external analysis. Legal, ethical and international aspects are also considered. Formerly offered as MKTG 696.

*Bachelor of Arts, Administration*  
**MARKETING CONCENTRATION**  
 4- Year Roadmap

<b>Year 1: Freshman (0 - 29.9 units earned)</b>			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> (GE) B4 - MATH 1301	3	<input type="checkbox"/> (GE) A2 - ENG - English	3
<input type="checkbox"/> ADMN 1500 - Intro to Administration	1	<input type="checkbox"/> (GE) A3 - Critical Thinking	3
<input type="checkbox"/> (GE) B1 - Physical Science	3	<input type="checkbox"/> ADMN 2100 - Applied Bus. Statistics	3
<input type="checkbox"/> (GE) A1 - COMM 1006	3	<input type="checkbox"/> (GE) C1 - Arts	3
<input type="checkbox"/> (GE) E - Foundation Seminar	3	<input type="checkbox"/> (GE) B3 - Lab/Activity	1
<input type="checkbox"/> IST 1110 - Intro to Information Tech.	1	<input type="checkbox"/> (GE) D2 - U.S. History	3
<b>Total Units</b>	<b>14</b>	<b>Total Units</b>	<b>16</b>
<b>Year 2: Sophomore (30 - 59.9 units earned)</b>			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> (GE) C2 - Humanities	3	<input type="checkbox"/> (GE) C3 - C1 or C2 - Arts/Humanities	3
<input type="checkbox"/> ACCT 2110 - Intro Accounting I	3	<input type="checkbox"/> ACCT 2120 - Intro Accounting II	3
<input type="checkbox"/> (GE) D3 - ECON 2202 (meets GE & Admn.)	3	<input type="checkbox"/> ECON 2201 - Microeconomics	3
<input type="checkbox"/> (GE) D1 - PSCI 2030	3	<input type="checkbox"/> (GE) B2 - Life Science	3
<input type="checkbox"/> Free Elective Course	3	<input type="checkbox"/> MGMT 2300 - Legal Environment of Bus.	3
<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>15</b>
<b>Year 3: Junior (60 - 89.9 units earned)</b>			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> Free Elective	3	<input type="checkbox"/> FIN 3001 - Finance I	3
<input type="checkbox"/> SCM 3040 - Prin. of Supply Chain Mgmt.	3	<input type="checkbox"/> (UD) Admn. Breadth Elective	3
<input type="checkbox"/> MGMT 3500 - Applied Communication	3	<input type="checkbox"/> MKTG 4100 - Consumer Behavior	3
<input type="checkbox"/> MKTG 3050 - Marketing Principles	3	<input type="checkbox"/> IST 3110 - Mgmt. of Information Tech.	3
<input type="checkbox"/> MKTG 3160 - Research Methods (UD Breadth)	3	<input type="checkbox"/> MKTG 4200 - Marketing Comm.	3
		<input type="checkbox"/> MGMT 3900 - Principles of Strategy	2
<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>17</b>
<b>Year 4: Senior (90 - 120 units earned)</b>			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> MGMT 3020 - Organizational Behavior	3	<input type="checkbox"/> MKTG 4300 - Professional Selling/Sales	3
<input type="checkbox"/> Concentration Elective Course	3	<input type="checkbox"/> MKTG 4960 or MKTG 4760	3
<input type="checkbox"/> (GE) D4 - PA 3150 (meets GE & Admn.)	3	<input type="checkbox"/> (GE) C4 - UD Arts or Humanities	3
<input type="checkbox"/> MKTG 4160 - Marketing Research	3	<input type="checkbox"/> ADMN 4900 - Administrative Capstone	1
<input type="checkbox"/> (UD) Admn. Breadth Elective	3	<input type="checkbox"/> (GE) B5 - UD Scientific Inquiry	3
<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>13</b>
<b>Degree Total Units</b>			<b>120</b>

(GE) = General Education Course  
 (UD) = Upper Division (Jr./Sr. Level)

*Use the roadmap in conjunction with the PAWS report to identify specific courses in each category*



*Bachelor of Arts, Administration*  
**INTERNATIONAL BUSINESS CONCENTRATION**  
 4- Year Roadmap

Year 1: Freshman (0 - 29.9 units earned)			
Fall		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> (GE) A2 - ENG - English	3	<input type="checkbox"/> (GE) B1 - Physical Science	3
<input type="checkbox"/> <b>ADMN 1500</b> - Intro to Administration	1	<input type="checkbox"/> (GE) A3 - Critical Thinking	3
<input type="checkbox"/> (GE) B4 - <b>MATH 1301</b>	3	<input type="checkbox"/> <b>ADMN 2100</b> - Applied Bus. Statistics	3
<input type="checkbox"/> (GE) A1 - <b>COMM 1006</b>	3	<input type="checkbox"/> (GE) C1 - Arts	3
<input type="checkbox"/> (GE) E - Foundation Seminar	3	<input type="checkbox"/> (GE) B3 - Lab/Activity	1
<input type="checkbox"/> <b>IST 1110</b> - Intro to Information Tech.	1	<input type="checkbox"/> (GE) C3 - C1 or C2 - Arts/Humanities	3
<b>Total Units</b>	<b>14</b>	<b>Total Units</b>	<b>16</b>

Year 2: Sophomore (30 - 59.9 units earned)			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> (GE) C2 - Humanities	3	<input type="checkbox"/> (GE) D2 - U.S. History	3
<input type="checkbox"/> <b>ACCT 2110</b> - Intro Accounting I	3	<input type="checkbox"/> <b>ACCT 2120</b> - Intro Accounting II	3
<input type="checkbox"/> <b>ECON 2201</b> - Microeconomics	3	<input type="checkbox"/> (GE) D3 - <b>ECON 2202</b> (meets GE & Admn.)	3
<input type="checkbox"/> (GE) D1 - <b>PSCI 2030</b>	3	<input type="checkbox"/> (GE) B2 - Life Science	3
<input type="checkbox"/> <b>MGMT 2300</b> - Legal Environment of Bus.	3	<input type="checkbox"/> Free Elective Course	3
<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>15</b>

Year 3: Junior (60 - 89.9 units earned)			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> Concentration Foreign Language Course	3	<input type="checkbox"/> <b>FIN 3001</b> - Finance I	3
<input type="checkbox"/> <b>MGMT 4050</b> - Managing Across Borders	3	<input type="checkbox"/> (UD) Admn. Breadth Elective	3
<input type="checkbox"/> <b>MGMT 3500</b> - Applied Communication	3	<input type="checkbox"/> <b>MKTG 4700</b> - International Marketing	3
<input type="checkbox"/> <b>MKTG 3050</b> - Marketing Principles	3	<input type="checkbox"/> <b>MGMT 3020</b> - Organizational Behavior	3
<input type="checkbox"/> <b>IST 3110</b> - Mgmt. of Information Tech.	3	<input type="checkbox"/> Free Elective	3
<input type="checkbox"/> <b>MGMT 3900</b> - Principles of Strategy	2		
<b>Total Units</b>	<b>17</b>	<b>Total Units</b>	<b>15</b>

Year 4: Senior (90 - 120 units earned)			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> <b>SCM 3040</b> - Prin. of Supply Chain	3	<input type="checkbox"/> Regional Focus Area Course	3
<input type="checkbox"/> Regional Focus Area Course	3	<input type="checkbox"/> (UD) Admn. Breadth Elective	3
<input type="checkbox"/> (GE) D4 - <b>PA 3150</b> (meets GE & Admn.)	3	<input type="checkbox"/> (GE) C4 - UD Arts or Humanities	3
<input type="checkbox"/> <b>MKTG 4760</b> - Strategic Issues in Int'l Bus.	3	<input type="checkbox"/> <b>ADMN 4900</b> - Administrative Capstone	1
<input type="checkbox"/> (UD) Admn. Breadth Elective	3	<input type="checkbox"/> (GE) B5 - UD Scientific Inquiry	3
<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>13</b>
<b>Degree Total Units</b>			<b>120</b>

(GE) = General Education Course
(UD) = Upper Division (Jr./Sr. Level)

*Use the roadmap in conjunction with the PAWS report to identify specific courses in each category*

*Bachelor of Arts, Administration*  
**SPORTS & ENTERTAINMENT MARKETING CONCENTRATION**  
 4- Year Roadmap

Year 1: Freshman (0 - 29.9 units earned)			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> (GE) B4 - MATH 1301	3	<input type="checkbox"/> (GE) A2 - ENG - English	3
<input type="checkbox"/> ADMN 1500 - Intro to Administration	1	<input type="checkbox"/> (GE) A3 - Critical Thinking	3
<input type="checkbox"/> (GE) B1 - Physical Science	3	<input type="checkbox"/> ADMN 2100 - Applied Bus. Statistics	3
<input type="checkbox"/> (GE) A1 - COMM 1006	3	<input type="checkbox"/> (GE) C1 - Arts	3
<input type="checkbox"/> (GE) E - Foundation Seminar	3	<input type="checkbox"/> (GE) B3 - Lab/Activity	1
<input type="checkbox"/> IST 1110 - Intro to Information Tech.	1	<input type="checkbox"/> (GE) D2 - U.S. History	3
<b>Total Units</b>	<b>14</b>	<b>Total Units</b>	<b>16</b>

Year 2: Sophomore (30 - 59.9 units earned)			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> (GE) C2 - Humanities	3	<input type="checkbox"/> (GE) C3 - C1 or C2 - Arts/Humanities	3
<input type="checkbox"/> ACCT 2110 - Intro Accounting I	3	<input type="checkbox"/> ACCT 2120 - Intro Accounting II	3
<input type="checkbox"/> (GE) D3 - ECON 2202 (meets GE & Admn.)	3	<input type="checkbox"/> ECON 2201 - Microeconomics	3
<input type="checkbox"/> (GE) D1 - PSCI 2030	3	<input type="checkbox"/> (GE) B2 - Life Science	3
<input type="checkbox"/> Free Elective Course	3	<input type="checkbox"/> MGMT 2300 - Legal Environment of Bus.	3
<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>15</b>

Year 3: Junior (60 - 89.9 units earned)			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> Free Elective	3	<input type="checkbox"/> FIN 3001 - Finance I	3
<input type="checkbox"/> SCM 3040 - Prin. of Supply Chain Mgmt.	3	<input type="checkbox"/> (UD) Administration Breadth Elective	3
<input type="checkbox"/> MGMT 3500 - Applied Communication	3	<input type="checkbox"/> MKTG 4160 - Marketing Research	3
<input type="checkbox"/> MKTG 3050 - Marketing Principles	3	<input type="checkbox"/> IST 3110 - Mgmt. of Information Tech.	3
<input type="checkbox"/> MKTG 3160 - Research Methods (UD Breadth)	3	<input type="checkbox"/> MKTG 5250 - Sports, Ent. & Hosp. Mktg.	3
		<input type="checkbox"/> MGMT 3900 - Principles of Strategy	2
<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>17</b>

Year 4: Senior (90 - 120 units earned)			
Fall Semester		Spring Semester	
Course	Units	Course	Units
<input type="checkbox"/> MGMT 3020 - Organizational Behavior	3	<input type="checkbox"/> Concentration Elective Course	3
<input type="checkbox"/> MKTG 5550 - Adv. Ent. Mktg. Plan. & Strat.	3	<input type="checkbox"/> MKTG 5500 - Adv. Sports Mktg. Plan. & Strat.	3
<input type="checkbox"/> (GE) D4 - PA 3150 (meets GE & Admn.)	3	<input type="checkbox"/> (GE) C4 - UD Arts or Humanities	3
<input type="checkbox"/> MKTG 4300 - Marketing Communication	3	<input type="checkbox"/> ADMN 4900 - Administrative Capstone	1
<input type="checkbox"/> (UD) Admn. Breadth Elective	3	<input type="checkbox"/> (GE) B5 - UD Scientific Inquiry	3
<b>Total Units</b>	<b>15</b>	<b>Total Units</b>	<b>13</b>
		<b>Degree Total Units</b>	<b>120</b>

(GE) = General Education Course  
 (UD) = Upper Division (Jr./Sr. Level)

*Use the roadmap in conjunction with the PAWS report to identify specific courses in each category*

Jack H. Brown College of Business and Public Administration – Department of Marketing (Semesters)

Degree: Bachelor of Arts in Administration - Hospitality Management Concentration											
Freshman 4-Year Academic Roadmap											
<b>Year 1: Freshman Year</b>										<b>Year Total</b>	<b>30</b>
Fall	Term(s)	Pre-req	Pre-req Course(s)	Units	Spring	Term(s)	Pre-req	Pre-req Course(s)	Units		
ADMN 1500 Intro ADMIN		<input type="checkbox"/>		1.5	GE B4 Math 1301		<input type="checkbox"/>		3		
IST 1110 Intro INFO		<input type="checkbox"/>		1.5	GE A3 Critical Thinking		<input type="checkbox"/>		3		
GE E Foundation Seminar		<input type="checkbox"/>		3	GE C1 Art		<input type="checkbox"/>		3		
GE A1 Oral Comm		<input type="checkbox"/>		3	GE C2 Humanities		<input type="checkbox"/>		3		
GE A2 Written Comm		<input type="checkbox"/>		3	GE D U.S. History		<input type="checkbox"/>		3		
GE D American Government		<input type="checkbox"/>		3			<input type="checkbox"/>				
<b>Semester Total</b>				<b>15</b>	<b>Semester Total</b>				<b>15</b>		
<b>Year 2: Sophomore Year</b>										<b>Year Total</b>	<b>30</b>
Fall	Term(s)	Pre-req	Pre-req Course(s)	Units	Spring	Term(s)	Pre-req	Pre-req Course(s)	Units		
ACCT 2110 Intro ACCT I		<input type="checkbox"/>		3	ACCT 2120 Intro ACCT II		<input type="checkbox"/>	ACCT 2110	3		
MGMT 2300 Legal Environ		<input type="checkbox"/>		3	ECON 2201 Micro Econ		<input type="checkbox"/>		3		
GE D3 ECON 2202 Macro Econ		<input type="checkbox"/>		3	ADMN 2100 Bus Stat		<input type="checkbox"/>		3		
GE C1 or C2		<input type="checkbox"/>		3	GE B2 Life Science		<input type="checkbox"/>		3		
GE B1 Physical Science		<input type="checkbox"/>		3	GE B3 Lab Activity		<input type="checkbox"/>		1		
		<input type="checkbox"/>			Free Elec FIN 1001		<input type="checkbox"/>		2		
<b>Semester Total</b>				<b>15</b>	<b>Semester Total</b>				<b>15</b>		
<b>Year 3: Junior Year</b>										<b>Year Total</b>	<b>30</b>
Fall	Term(s)	Pre-req	Pre-req Course(s)	Units	Spring	Term(s)	Pre-req	Pre-req Course(s)	Units		
FIN 3001 FIN I		<input type="checkbox"/>	ACCT2120,Math 1301,ADMN 2100	3	FIN 3002 FIN II		<input type="checkbox"/>	FIN 3001	1.5		
MGMT 3500 Applied Comm		<input type="checkbox"/>		3	ENTR 3000 Entrep & Innov		<input type="checkbox"/>		1.5		
SCM 3040 Supply Chain Mgmt		<input type="checkbox"/>	ADMN 2100	3	MKTG 5700 Intro Hosp. Indus		<input type="checkbox"/>	MKTG 3050	1.5		
MGMT 3900 Princ of Strategy		<input type="checkbox"/>		1.5	GE D4 Upper Div D PA 3150		<input type="checkbox"/>		3		
MKTG 3160 Intro to Res. Meth.		<input type="checkbox"/>		1.5	IST 3110 Mgmt Info Tech		<input type="checkbox"/>	IST 1110	3		
MKTG 3050 Marketing Prin		<input type="checkbox"/>		3	GE B5 Upper Div B		<input type="checkbox"/>		3		
		<input type="checkbox"/>			MKTG 5753 Internship		<input type="checkbox"/>		1.5		
<b>Semester Total</b>				<b>15</b>	<b>Semester Total</b>				<b>15</b>		
<b>Year 4: Senior Year</b>										<b>Year Total</b>	<b>30</b>
Fall	Term(s)	Pre-req	Pre-req Course(s)	Units	Spring	Term(s)	Pre-req	Pre-req Course(s)	Units		
MKTG 5250 Spts, ent,hosp mkt		<input type="checkbox"/>	MKTG 5700	3	HURM 4550 Human Res. Mgmt		<input type="checkbox"/>	MGMT 3020	3		
MKTG 5720 Hotel Operations		<input type="checkbox"/>	MKTG 5700	1.5	concentration elective		<input type="checkbox"/>		3		
MGMT 3020 Organizn Behav		<input type="checkbox"/>		3	concentration elective		<input type="checkbox"/>		3		
GE C4 Upper Div C		<input type="checkbox"/>		3	PA 3050 Org in Multiculture		<input type="checkbox"/>		1.5		
Free Elective		<input type="checkbox"/>		3	ADMN 4900 ADMN CAPSTONE		<input type="checkbox"/>	Upper Admn Cores	1.5		
MKTG 5755 Internship II		<input type="checkbox"/>	MKTG 5700	1.5	Free Elective		<input type="checkbox"/>		3		
		<input type="checkbox"/>					<input type="checkbox"/>				
<b>Semester Total</b>				<b>15</b>	<b>Semester Total</b>				<b>15</b>		
<b>*Course may be offered in summer</b>							<b>Degree Units Total</b>		<b>120</b>		