For Students on Catalog 2013-2015
MARKETING MANAGEMENT CONCENTRATION DECLARATION
CALIFORNIA POLYTECHNIC STATE UNIVERSITY – ORFALEA COLLEGE OF BUSINESS

Student Name: ________________________  Graduation Date: _______________
Empl ID: ___________________________  Date: ____________________________
Cal Poly Email Address: _____________________________________________________________

The following courses are approved Marketing Management concentration requirements

**Required Concentration Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 418</td>
<td>Listening to the Customer</td>
<td>4</td>
</tr>
<tr>
<td>BUS 419</td>
<td>Strategic Marketing Measurement</td>
<td>4*</td>
</tr>
<tr>
<td>BUS 421</td>
<td>Marketing Analytics and Business Intelligence</td>
<td></td>
</tr>
<tr>
<td>BUS 451</td>
<td>New Product Development and Launch</td>
<td>4</td>
</tr>
<tr>
<td>BUS 452</td>
<td>Product Management</td>
<td>4</td>
</tr>
<tr>
<td>BUS 454</td>
<td>Marketing Projects</td>
<td>4</td>
</tr>
<tr>
<td>BUS 455</td>
<td>Marketing Strategy</td>
<td>4</td>
</tr>
</tbody>
</table>

*Total Units: 24*

*You may take Bus 419 OR Bus 421; Students will tentatively need to complete a Substitution Form with Orfalea Student Services if they would like BUS 421 to count for BUS 419.

**Recommended Course Sequence**

<table>
<thead>
<tr>
<th>Late Sophomore / Early Junior Year</th>
<th>Senior Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 346**</td>
<td>BUS 454 and 455 should be taken after you complete</td>
</tr>
<tr>
<td>BUS 418 and BUS 419 or BUS 421***</td>
<td>BUS 418, 419 or 421, 451 and 452.</td>
</tr>
</tbody>
</table>

** STAT 252 may be taken concurrently with BUS 346 or 418
** *BUS 419 requires completion of BUS 418 & STAT 252

**Senior Projects**

Please check the marketing Web site for more information about marketing senior project options. Our marketing senior projects provide a unique opportunity for you to integrate and implement the concepts you have been exposed to during your marketing coursework. Register for Bus 464 under the appropriate marketing instructor.

Here’s the link for our senior projects: http://www.cob.calpoly.edu/academic/marketing/senior-marketing-projects/
Short URL: http://goo.gl/XE6iu

Has your advisor discussed senior project options with you? __________ Advisor Initial

Marketing Faculty Advisor ________________________  Date ____________________________

A-C: Borin (03-402)
D-F: Davis (03-448)
G-L: Hess (03-413)
M-R: Lindsey-Mullikin (03-415)
S-Z: Scholz (03-331)
Cal Poly American Marketing Association (AMA)

We recommend that you join and engage with Cal Poly AMA, the Official Marketing Club of Cal Poly. It is an important experience that focuses on careers, opportunities, and fun. Meetings every Tuesday from 11-12

Website: www.calpolyama.org  
Short URL: http://goo.gl/Xm1F3  
Cal Poly AMA Facebook  
Short URL: http://goo.gl/JpYv2

Study Abroad

The marketing area supports students who choose to explore study abroad programs. Take advantage of these opportunities early in your degree program to increase the opportunity to substitute courses taken abroad for general education courses. Marketing courses taken overseas can provide a strong complement to our six required courses and will count as free electives.

Courses in other Disciplines

Consider taking classes outside the marketing area to help you further your career aspirations. You’ll find a list of courses on the marketing area’s Web site that complement our six required courses. These outside courses will count as free electives.

Marketing Faculty Advisor

Marketing Curriculum Flow Chart

Integrated Marketing Communications Minor Flow Chart

Return to Orfalea Student Services (03-100) Thank you.