### BS in Business Administration: Marketing Option (120 units)

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<td>Fall</td>
<td>Spring</td>
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<tr>
<td>MGMT 3070: Organizational Behavior &amp; Management (3)</td>
<td>MGMT 3060: Production &amp; Operations Management (3)</td>
<td>FIN 3030: Business Finance (3)</td>
<td>BUS 4970: Capstone (3)</td>
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<td>ECON 3060 (3) Double-counts as UD GE Natural Sciences</td>
<td>MKT 3200 (3)</td>
<td>MGMT 3080 (3) Double-counts as UD GE Arts &amp; Humanities</td>
<td>MKT 4449 (3)</td>
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<td>MKT 3100: Principles of Marketing (3)</td>
<td>MKT 3210 (3)</td>
<td>One from MKT 3700 or MKT 4460 or MKT 4461(3)</td>
<td>Marketing Elective Option Requirement (3)</td>
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<td>MKT 3800(3)</td>
<td>MKT 3400 (3)</td>
<td>One from MKT 3700 or MKT 4460 or MKT 4461(3)</td>
<td>MKT 3950 (UD GE D Social Science (CL) Requirement (3)</td>
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This roadmap requires GE certification from a California Community College indicating completion of CSU lower division general education requirements.
BS in Business Administration

Business Core Prerequisites
- ACCT 2110 – prerequisite: ACCT 2100.
- ECON 2020 – Prerequisite: ECON 2010.
- FIN 2050 – Prerequisite: Sophomore standing.
- CIS 3010 – Prerequisite: CIS 1200 or equivalent recommended.
- ECON 3060 – Prerequisites: Satisfactory completion of GE Block B4.
- FIN 3030 – Prerequisite: ACCT 2100.
- MGMT 3080 – Prerequisite: Completion of Block A.
- BUS 4970 – Prerequisites: ACCT 2100, ACCT 2110, ECON 2010, ECON 2020, FIN 2050, BUS 3050, CIS 3010, ECON 3060, FIN 3030, MGMT 3060, MGMT 3070, MGMT 3080, and MKT 3100; or equivalents.

Marketing Core Option Prerequisites
- MKT 3200 – Prerequisite: MKT 3100
- MKT 3210 – Prerequisite: MKT 3100
- MKT 3400 – Prerequisite: MKT 3100
- MKT 4449 – Prerequisite: MKT 3100, 3200, 3210, 3400, and 4460 or 4461
- MKT 3700 – Prerequisite: GE Blocks A, B4, +1 from Block B, Blocks C, and D
- MKT 4460 – Prerequisite: MKT 3100 and ECON 3060

Marketing Option
- Important Pre-requisite classes MKT 3100
- Take MKT 3100 as soon as possible in your first year
- Don’t wait to start your option classes
- Begin your required and elective option classes as soon as pre-requisites are met and work them in with your business core

Important Notes For Transfer Students:
- Total number of units required for the degree: 120 units. Students may need to take additional free electives to meet 120 unit minimum.
- ECON 3060 and MGMT 3080 are both double-counted in Upper Division (UD) General Education (GE);
- One UD Civic Learning (cl) course is required in GE. Try to complete as part of UD GE;
- Two diversity courses are required in GE. At least one must be a Race/Ethnicity (re) course;
- One writing intensive course (wi) is required in the major (BUS 3050);
- It is strongly recommended that when taking the upper division core courses, students follow the sequence: CIS 3010, BUS 3050, FIN 3030, ECON 3060, MKT 3100, MGMT3060, MGMT 3070, MGMT 3080, BUS 4150, and BUS 4970.