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

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Term 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td><strong>Spring</strong></td>
<td><strong>Fall</strong></td>
<td><strong>Spring</strong></td>
</tr>
<tr>
<td>BUS 3050: Business Communication (3)</td>
<td>MGMT 3070: Organizational Behavior &amp; Management (3)</td>
<td>FIN 3030: Business Finance (3)</td>
<td>BUS 4150: Contemporary Issues in Global Business (3)</td>
</tr>
<tr>
<td>CIS 3010: Management Information Systems (3)</td>
<td>ECON 3060 (3) Double-counts as UD GE Natural Sciences</td>
<td>MGMT 3060: Production &amp; Operations Management (3)</td>
<td></td>
</tr>
<tr>
<td>MKT 3100: Principles of Marketing (3)</td>
<td>MKT 3200 (3) Double-counts as UD GE Arts &amp; Humanities</td>
<td>MGMT 3080 (3)</td>
<td>MKT 4449 (3)</td>
</tr>
<tr>
<td>MKT 3800(3)</td>
<td>MKT 3210 (3)</td>
<td>MKT 3400 (3)</td>
<td>MKT 3950 (UD GE D Social Science (CL) Requirement (3))</td>
</tr>
<tr>
<td><strong>GE: University Req. (3) RE</strong></td>
<td>One from MKT 3700 or MKT 4460 or MKT 4461(3)</td>
<td>One from MKT 3700 or MKT 4460 or MKT 4461(3)</td>
<td>Marketing Option Elective (3)</td>
</tr>
</tbody>
</table>

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 prerequisites 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.