Mission Statement: The Department of Marketing at California State University, Los Angeles is committed to providing students with accurate, up-to-date advice on progressing through departmental majors and University requirements. The intent is that you will become knowledgeable about the structure of your major, understanding why certain courses are required and the order in which they are to be taken. Through advisement you will also be better able to make good choices on electives in the major and in general education that suit your interests and career goals.

We aim to empower students to become active participants in determining their own success at the university as an engaged student, active learner, and self advocate. The goal is to support students in their timely completion of degree requirements and graduation.

University Academic Advisement Center
Location: John F. Kennedy Memorial Library – Palmer Wing, Room 1040A
Phone: (323) 343-3150
Email: aac@calstatela.edu

Students should go to the University Academic Advisement Center when they need to discuss the following:

1. Beginning at the university (first-time freshman advisement).
2. Transferring from another university (first-time transfer advisement).
3. Selecting a major.
4. Selecting general education courses.
5. Transferring general education courses from another college or university.
6. Selecting or transferring courses for the Elementary Subject Matter Teacher Preparation Common Core.

Initial Advisement
Location: ST F917
Phone: 323-343-2960
Email:
Dept. Office Hours: Monday – Thursday: 8:00am – 6:00pm
Friday: 8:00am – 5:00pm

Immediately after becoming a Marketing major, please make an appointment with Dr. Tye Jackson, Marketing Department Chair to discuss your planned course schedule for your first year in the department. Please download and bring a copy of your Unofficial Transcript from your GET account. If your transcripts have not yet been evaluated in GET, bring copies of those transcripts
Seeing an Advisor
Beyond initial advisement, the department recommends that you see your academic advisor at least prior to the registration period for the fall term and again prior to the registration period for the spring term.

1. Schedule an appointment with the Marketing Department (Simpson Tower ST917 or call 323-343-2960) to see an advisor. This appointment is scheduled so that your advisor can devote uninterrupted time to your advisement session. Call or email your adviser.
2. Cancellations - if you know you will not be able to keep your appointment, please let your adviser know as soon as possible to cancel or reschedule.
3. Your adviser is not obliged to honor your appointment if you are more than 10 minutes late.

Preparing for Your Advisement Session
1. If you have questions about the Marketing major, bring a list of your questions.
2. If your questions are about general education requirements or general education course selection, bring a list of questions or courses you are interested in taking.
3. If you are meeting with an advisor to talk about university policies, procedures, or requirements, do your homework first by reviewing the information provided in the catalog or on the web at www.calstatela.edu.
4. If you are experiencing academic problems, give some thought to what you believe are causing these problems and have a tentative plan for solving them. Your advisor will discuss your situation with you and help you identify some interventions and strategies for success. The advisor will want to monitor your progress and have you return for a follow up meeting.
5. Please review your Unofficial Transcript from your GET account and bring a list of questions/concerns to the advisement session.
6. Plan ahead in order to make your time with an advisor more productive.

Graduation Application
Application must be submitted to the Marketing department two quarters before the final courses are taken to complete the degree. Students should meet with an advisor regularly to plan the right time to submit a graduation application. When applying to graduate, students should pick up forms for the graduation application at the Administration building (room 146) and bring them to an advisement appointment. Deadlines for submitting a graduation application are published in the Schedule of Classes each quarter.

Exceptions of Students
1. See an advisor on a regular basis, at least twice yearly (preferably prior to the registration period for the fall term and again prior to the registration period for the spring term).
2. Check your CSULA email regularly. This is the official means of communication used by the University. (You can find step-by-step instructions to forward your CSULA email to your personal account at the following link: http://www.calstatela.edu/its/docs/pdf/forwarding_emails.pdf.)
3. Make and be responsible for your own decisions.
4. Know the requirements for staying in good standing.
5. Maintain accurate and complete advising records.

Exceptions of Advisors
1. Assist the student to develop a plan for meeting their declared major and general education requirements.
2. Review the students’ selection of classes to make sure courses are appropriate.
3. Help the student develop strategies for academic success.
4. Provide information regarding University requirements, policies & procedures.
5. Help the student plan appropriate steps to correct academic difficulties.
6. Maintain accurate and complete advising records.
7. If needed, refer the student to appropriate campus resources.

**Expected Student Learning Outcomes**

1. Students will understand their personal responsibility for their own academic, personal, and professional success.
2. Students will have an awareness of how to utilize the necessary information, resources, and available options to make sound educational and lifelong decisions.
3. Students will understand what they need to do to achieve their desired goals.

**Key Considerations for Academic Success**

1. Go to class every day and get to know your professors.
2. Understand the policies, procedures, and impact academically and financially for dropping classes within or beyond the no record drop period.
3. Balance school with other areas of your life. Plan and devote enough study time to do as well as you can in your classes.
4. Have good study habits and get academic assistance early if needed.

**Additional University Advising Resources**

The University also maintains student support services such as the Career Development Center, Testing Center, Tutorial Center, and Writing Center. Additional information may be obtained at the UAAC website: [www.calstatela.edu/univ/advise](http://www.calstatela.edu/univ/advise)

**Additional College of Business & Economic Advising Resources**

The College of Business & Economics (CBE) also maintains student support services in the College of Business & Economics Advisement Center located in the Advisement Center Room 256A Salazar Hall. The CBE Advisement Center assists both undergraduate and graduate school students. Additional information may be obtained at the CBE Advisement Center website: [www.cbe.calstatela.edu/advisement/php](http://www.cbe.calstatela.edu/advisement/php)

The website contains forms you can download to assist with course substitutions, course permits for graduate-level courses, program requirements for the Options in: Entrepreneurship, International Business, Marketing Management, and Retailing. A list of additional forms contained at the website include:

<table>
<thead>
<tr>
<th>Drop Request</th>
<th>Late Add Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petition for Student Leave of Absence</td>
<td>Appeal Form</td>
</tr>
<tr>
<td>Request for New Undergraduate Major</td>
<td>Petition for Academic Renewal by Course repetition</td>
</tr>
<tr>
<td>Graduation Application</td>
<td>Bachelor’s Degree Worksheet</td>
</tr>
<tr>
<td>General Academic Petition for Undergraduate Requirement</td>
<td>Undergraduate Student Petition for Excess Units</td>
</tr>
</tbody>
</table>