### BUSINESS ADMINISTRATION

**Sports Marketing Option, B.S. (120 Units)**

*Official planning guide approved by the Craig School of Business

Valid for Catalog Year: 2018/2019 to Present

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#### Freshman

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<thead>
<tr>
<th>Fall</th>
<th>Spring</th>
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<tr>
<td>Units</td>
<td>15-16</td>
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**Milestones**

- Create Synergy Profile
- Meet with Mentorship Office of Student Professional Development (PB 181)
- Meet with Career Development Center
- Sign Option Contract (must have 2.25 Campus/Cum GPA)
- Meet with Department Chair (PB 388) to discuss career opportunities
- Complete MKTG 100S
- Attend Career Fairs
- Complete MKTG 101 Internship Opportunities
- Apply for Graduation

**General Education**

- **A1 (3 Units)**
  - Oral Communication
  - *Must pass with a C or better
- **A2 (3 Units)**
  - Written Communication
  - *Must pass with a C or better
- **A3 (3 Units)**
  - Critical Thinking
  - *Must pass with a C or better
- **B1 (3-4 Units)**
  - Humanities
- **B2 (3-4 Units)**
  - Life Sciences
- **B3 (0-3 Units)**
  - Lab
- **C1 (3-4 Units)**
  - Arts
- **C2 (3-4 Units)**
  - Humanities
- **C1/C2 (3-4 Units)**
  - Arts and Humanities
- **D1 (3 Units)**
  - American History
- **D2 (3 Units)**
  - American Government
- **IB (3 Units)**
  - Physical Universe & Its Life Forms
- **ID (3-4 Units)**
  - Social, Political, & Economic Institutions
- **IC (3-4 Units)**
  - Arts & Humanities

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#### Sophomore

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**Milestones**

- Meet with Career Development Center and Office of Student Professional Development
- Attend Career Fairs

**General Education**

- **E1 (3 Units)**
  - Lifelong Understanding & Self Development

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#### Junior

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**Milestones**

- Complete MKTG 101 Internship Opportunities
- Apply for Graduation

**General Education**

- **D1 (3 Units)**
  - American Government

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#### Senior

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**Milestones**

- Apply for Graduation

**General Education**

- **C1 (3-4 Units)**
  - Arts

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For assistance or to schedule an advising appointment, please contact the [CSB Advising Center](tel:559-278-4943) at 559-278-4943, Peters Business 185

Marketing Department:

559-278-7830, Peters Business 388

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Revised 6/2018
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### Major Requirements

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### Courses

- **Fall**
  - GE Area B4: DS 71 (3 Units) Quantitative Reasoning
  - DS 73 (3 Units) [Pre-Req: ELM exam, DS 71; ECON 40 & 50 recommended]
  - BA 18 (4 Units) [Pre-Req: ENG 15B or 10 (C or better); Junior standing] *Not open to freshmen*
  - IS 130 (3 Units) [Pre-Req: IS 52, 52L; ACCT 4A, 4B; BA 105W (may be taken concurrently)]
  - MGT 124 (4 Units) [Pre-Req: BA 105W; MGT 110; DS 123 (may be taken concurrently)]

- **Spring**
  - ECON 40 (3 Units) [Pre-Req: GE A2]
  - ACCT 4A (3 Units) [Pre-Req: ACCT 4A (C or better)] *Not open to freshmen*
  - ACCT 4B (3 Units) [Pre-Req: ACCT 4A (C or better); Junior standing] *Not open to freshmen*
  - MGT 110 (6 Units) [Pre-Req: BA 105W (may be taken concurrently)]
  - MKTG 101 (4 Units) [Pre-Req: MKTG 100S (C or better)]
  - MKTG 150 (3 Units) [Pre-Req: MKTG 100S (C or better)]
  - MKTG 161 (4 Units) [Pre-Req: Last semester of Senior year]

- **Fall**
  - IS 52 & IS 52L (3 Units) *or Computer Competency Exam (CCE)*
  - GE Area D3 ECON 50 (3 Units) [Pre-Req: GE A2]
  - DS 123 (3 Units) [Pre-Req: DS 71, 73; IS 52, 52L]
  - MI MKTG 100S (4 Units) [Pre-Req: BA 105W (may be taken concurrently)]
  - MKTG 160 (4 Units) [Pre-Req: MKTG 100S (C or better)]

- **Spring**
  - MI Multicultural/International
  - FIN 120 (4 Units) [Pre-Req: ACCT 4A, DS 71; BA 105W (may be taken concurrently)]
  - Option Requirements (4 Units) 
    Select FOUR units from the following: BA 152, 179; ECON 144; RA 150 or 152; MKTG 132, 140, 190, 195
    *See course catalog for prerequisite requirements*
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**FOOTNOTES:**  
Prerequisites/Corequisites: Other restrictions may apply. Please see your course catalog for detailed prerequisite/corequisite requirements.  
Grade Requirements: A grade of C or better must be earned for each course used to satisfy the requirements for the major. No course taken for the business major can be graded on a CR/NC basis, except for courses with mandatory CR/NC grading.  
Computer Competency Exam (CCE): Contact the CSB Undergraduate Student Services office to schedule a CCE test date.  
Option: Students must maintain a 2.25 Campus and Cumulative GPA to declare an OPTION. An OPTION must be declared after the completion of all of the Pre-Business Requirements in order to enroll in OPTION courses.  
Electives (0-2): If necessary, students must complete additional elective units to meet 120 units total to graduate. Students who take the CCE in lieu of IS 52/52L will need to fulfill the minimum unit requirements with electives.  
Upper Division Writing Skills requirement (UDWS): Business majors take BA 105W to fulfill this requirement. The Upper Division Writing Exam is NOT an option for Business Administration majors.  
Substitutions: If substitutions/exceptions/waivers are made for any major courses that also meet GE and/or the Multicultural/International graduation requirement, the student is responsible for completing additional courses to satisfy the respective areas (GE and/or MI). This also includes the upperdivision writing requirement.