

BUSINESS ADMINISTRATION
Marketing Option, B.S. (120 Units)

Valid for Catalog Year: 2013/2014 to 2017/2018

*Official planning guide approved by the Craig School of Business

For assistance or to schedule an advising appointment, please contact the **CSB Advising Center** at 559-278-4943, Peters Business 185
Marketing Department:
559-278-7830, Peters Business 388

	Freshman		Sophomore		Junior		Senior	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Units	15-16	15-17	15-17	16	16	15-16	29-31	
Milestones	>Create Synergy Profile	>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	>Meet with Career Development Center and Office of Student Professional Development >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	C2 (3-4 Units) Humanities	B1 (3-4 Units) Physical Sciences	D1 (3 Units) American History	IB (3 Units) Physical Universe & Its Life Forms	IC (3-4 Units) Arts & Humanities		ID (3-4 Units) Social, Political, & Economic Institutions
	A2 (3 Units) Written Communication *Must pass with a C or better	B2 (3-4 Units) Life Sciences	C1/C2 (3-4 Units) Arts and Humanities	D2 (3 Units) American Government		MI (3 Units) *EXEMPT		
	A3 (3 Units) Critical Thinking *Must pass with a C or better	B3 (0-3 Units) Lab						
	E1 (3 Units) Lifelong Understanding & Self Development							
	C1 (3-4 Units) Arts							

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Major		GE Area B4 DS 71 (3 Units) Quantitative Reasoning [Pre-Req: ELM exam or intermediate college algebra] *Must pass with a C or better	DS 73 (3 Units) [Pre-Req: ELM exam, DS 71; ECON 40 & 50 recommended] *Not open to freshmen	BA 18 (4 Units) *Not open to Freshmen	BA 105W (3 Units) [Pre-Req: ENGL 5B or 10 (C or better); Junior standing] *UDWS requirement; must pass with a C or better	MKTG 101 (4 Units) [Pre-Req: MKTG 100S (C or better)]	MGT 124 (4 Units) [Pre-Req: BA 105W; MGT 110; DS 123 (may be taken concurrently)]	MKTG 188 (4 Units) [Pre-Req: Last semester of Senior year]
		ECON 40 (3 Units) [Pre-Req: GE A2] OR AGBS 1 (3 Units) [Pre-Req: GE A2]	ACCT 4A (3 Units) *Not open to Freshmen	ACCT 4B (3 Units) [Pre-Req: ACCT 4A (C or better)] *Not open to Freshmen	MGT 110 (6 Units) [Pre-Req: BA 105W (may be taken concurrently)] *Not open to students with credit in MGT 104 or MGT 106	MKTG 160 (4 Units) [Pre-Req: MKTG 100S (C or better)]	MKTG 110 (4 Units) [Pre-Req: MKTG 100S (C or better)]	MKTG 132 (4 Units) [Pre-Req: MKTG 100S (C or better)]
		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]	MKTG 100S (4 Units) [Pre-Req: BA 105W (may be taken concurrently)]	FIN 120 (4 Units) [Pre-Req: ACCT 4A; DS 71; BA 105W (may be taken concurrently)]	IS 130 (3 Units) [Pre-Req: IS 52, 52L; ACCT 4A, 4B; BA 105W (may be taken concurrently)]	
							Option Requirements (4 Units) MKTG 114, 115, 126, 130, 134, 140, 144, 150, 153, 161, 162, 163, 164, 165, 166, 167, 189T, 190, 195 *See course catalog for prerequisite requirements	
							Option Requirements (3-4 Units) MKTG 114, 115, 126, 130, 134, 140, 144, 150, 153, 161, 162, 163, 164, 165, 166, 167, 189T, 190, 195 *See course catalog for prerequisite requirements	
Electives					Elective *See footnotes			

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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.