# BUSINESS ADMINISTRATION

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

Valid for Catalog Year: 2015/2016 to 2017/2018

*Official planning guide approved by the Craig School of Business

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### 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
- **MI (3 Units)** *EXEMPT
- **ID (3-4 Units)** Social, Political, & Economic Institutions
- **IC (3-4 Units)** Arts & Humanities

- **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

- **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

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.
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**Major**

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**Freshman**

- GE Area B4 (3 Units)
  - DS 71 (3 Units)  
  - Quantitative Reasoning
  - [Pre-Req: ELM exam or intermediate college algebra]
  - *Must pass with a C or better*
  - *Not open to Freshmen*

- ECON 40 (3 Units)
  - [Pre-Req: GE A2]
  - *Not open to Freshmen*

- ACCT 4A (3 Units)
  - *Not open to Freshmen*

- ACCT 4B (3 Units)
  - [Pre-Req: ACCT 4A (C or better)]
  - *Not open to Freshmen*

- IS 52 & IS 52L (3 Units)
  - *or Computer Competency Exam (CCE)*

- GE Area D3 (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)]

- MKTG 160 (4 Units)
  - [Pre-Req: MKTG 100S (C or better)]

- FIN 120 (4 Units)
  - [Pre-Req: ACCT 4A; DS 71; BA 105W (may be taken concurrently)]

**Sophomore**

- BA 18 (4 Units)
  - [Pre-Req: ENGL 5B or 10 (C or better); Junior standing]
  - *UDWS requirement; must pass with a C or better*

- BA 105W (3 Units)
  - [Pre-Req: ENGL 5B or 10 (C or better); Junior standing]
  - *UDWS requirement; must pass with a C or better*

- 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)]

- MGT 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: MKTG 100S (C or better)]

**Junior**

- 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)]
  - *Not open to Freshmen with credit in MGT 104 or MGT 106*

- 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 101 (4 Units)
  - [Pre-Req: MKTG 100S (C or better)]

- MKTG 100S (4 Units)
  - [Pre-Req: BA 105W (may be taken concurrently)]

- MKTG 160 (4 Units)
  - [Pre-Req: MKTG 100S (C or better)]

- MKTG 110 (4 Units)
  - [Pre-Req: MKTG 100S (C or better)]

- FIN 120 (4 Units)
  - [Pre-Req: ACCT 4A; DS 71; BA 105W (may be taken concurrently)]

**Senior**

- 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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**Electives**

- *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.