

2020-2021 PROGRAM PLANNER  
 BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION  
 Option: Marketing

\*Business majors may not use the CR/NC grading option for major courses.  
 \*At least 12 upper-division units in business must be completed at CSULB.  
 \*Business majors must maintain a major GPA of a 2.0 or higher. Students whose major GPAs fall below a 2.0 are granted one semester to raise their major GPA to a 2.0. Students whose major GPAs remain below 2.0 after this semester must declare

Units	Grade	Semester	MAJOR REQUIREMENTS	PREREQUISITE(S)
<b>LOWER DIVISION REQUIREMENTS (24 units):</b>				
Take <b>ALL</b> of the following: ( <b>ALL</b> must be completed with a grade of C or better)				
3			ACCT 201 Elementary Financial Accounting	None
3			ACCT 202 Managerial Accounting	ACCT 201
3			BLAW 220 Introduction to Law and Business Transactions	None
3			ECON 100 Principles of Macroeconomics (GE Category D3)	None
3			ECON 101 Principles of Microeconomics (GE Category D3)	None
3			MATH 115 Calculus for Business (GE Category B4)	None
Take <b>ONE</b> from the following:				
3			STAT 118 Introductory Business Statistics (GE Category B4) *The College will substitute HDEV 190, MATH 114, PSY 110, STAT 108, or SOC 170 if taken for previous major.	None
Take <b>ONE</b> from the following:				
CR	OF		Computer Proficiency Exam (CPE) or IS 233 Office Productivity Software	None
3				
<b>UPPER DIVISION CORE REQUIREMENTS (27 units):</b>				
Take <b>ALL</b> of the following courses:				
3			CBA 300 International Business	None
3			CBA 400 Business Ethics (GE Category C or D Upper Division or F)	GE foundation requirements, at least one Explorations course, consent of instructor.
3			FIN 300 Business Finance	None
3			HRM 360 Organizational Behavior	None
3			IS 300 Management Information Systems	IS 233 or equivalent or CPE
3			IS 301 Business Communications	None
3			IS 310 Business Statistics (GE Category Upper Division B)	IS 233 and STAT 118, STAT 108, or MATH 114
3			MGMT 300 Principles of Management	None
3			MKTG 300 Principles of Marketing (Must complete with C or better for Marketing major Fall 2021)	None
<b>OPTION REQUIREMENTS (18 Units):</b>				
Take the following <b>TWO</b> courses right after completing Upper Division Core Requirements:				
3			MKTG 470 Marketing Research	MKTG 300, IS 301, IS 310
3			MKTG 490 Consumer Behavior	MKTG 300, IS 301
Take <b>9 UNITS</b> of the following courses:				
3			MKTG 310 Retail Concepts and Policies	None
3			MKTG 330 Advertising and Promotion I	None
3			MKTG 350 Introduction to Entrepreneurial Marketing	None
3			MKTG 405 Green Marketing and Sustainability (Periodically offered)	MKTG 300, IS 301
3			MKTG 410 Services Marketing (Periodically offered)	MKTG 300, IS 301
3			MKTG 420 Sales Management	MKTG 300, IS 301
3			MKTG 430 Advertising and Promotion II	MKTG 300, MKTG 330, IS 301
3			MKTG 437 Digital Marketing and Media	MKTG 300, IS 301
3			MKTG 450 Professional Selling	MKTG 300, IS 301
3			MKTG 465 Business to Business Marketing	MKTG 300, IS 301
3			MKTG 475 Marketing Analytics	MKTG 300, IS 301, IS 310,
3			MKTG 480 International Marketing	MKTG 300, IS 301
3			MKTG 481 International Marketing in Selected Markets	MKTG 300, IS 301
3			MKTG 492 New Products/ New Services (Periodically offered)	MKTG 300, IS 301
3			MKTG 495 Selected Topics in Marketing (Spring term only)	MKTG 300 and Consent of instructor
3			CBA 493 Business Internship *subject to approval of Department Chair	Consent of instructor
Take the following course during <b>Senior Status</b> :				
3			MKTG 494 Marketing Management	MKTG 300, MKTG 470, IS 301, Senior marketing majors OR consent of instructor
<b>COB CORE CAPSTONE REQUIREMENT (3 units):</b>				
3			MGMT 425 Business Strategy and Policy (GE Category D Upper Division or F) *Must be completed at CSULB	ACCT 202, FIN 300, MGMT 300, MKTG 300, IS 301
<b>NOTES:</b>				

Be sure to check your Academic Requirements Report regularly on MyCSULB to verify on track for graduation.