

2022-2023 MARKETING MAJOR WORKSHEET

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

*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 a new major.

Units	Grade	Needs	MAJOR REQUIREMENTS	PREREQUISITE(S)
LOWER DIVISION REQUIREMENTS (24 units):				
Take ALL of the following: (ALL must be completed with a grade of C or better)				
3			ACCT 201 Elementary Financial Accounting	None
3			ACCT 202 Managerial Accounting	ACCT 201 with a grade of "C" or better
3			BLAW 220 Introduction to Law and Business Transactions	Pre-Business Majors Only
3			ECON 100 Principles of Macroeconomics (GE Category D3)	MATH 115 or higher
3			ECON 101 Principles of Microeconomics (GE Category D3)	MATH 115 or higher
3			MATH 115 Calculus for Business (GE Category B4)	Appropriate CSULB Algebra and Calculus placement or MATH 112A
Take ONE from the following: (Must be completed with a grade of C or better)				
3			STAT 118 Introductory Business Statistics (GE Category B4) *The College will substitute BIO 260, HDEV 190, MATH 114, PSY 110, STAT 108, or SOC 170 if taken for previous major.	None
Take ONE from the following: (Must be completed with a grade of C or better)				
CR or			Computer Proficiency Exam (CPE)	None
3			or IS 233 Introduction to Business Data Analysis and Programming	
UPPER DIVISION CORE REQUIREMENTS (27 units):				
Take ALL of the following courses: (MKTG 300 must be completed with a C or better for Marketing majors Fall 2022)				
3			CBA 300 International Business	None
3			CBA 400 Business Ethics (GE Category C or D Upper Division or F)	GE foundation, 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 108 or 118 with grade "C" or better
3			MGMT 300 Principles of Management	None
3			MKTG 300 Principles of Marketing (Must be completed with C or better)	None
OPTION REQUIREMENTS (18 Units):				
COB students with the Marketing option will need to take a minimum 12 units of Marketing courses at CSULB.				
Take the following TWO courses right after completing Upper Division Core Requirements: (* indicates you must be fully declared in the major to enroll)				
3			MKTG 470* Marketing Research	MKTG 300, IS 301, STAT 118
3			MKTG 490* Consumer Behavior	MKTG 300, IS 301
Take 9 UNITS of the following courses: (* indicates you must be fully declared in the major to enroll)				
3			MKTG 310 Retail Concepts and Policies (Spring term only)	None
3			MKTG 330 Advertising and Promotion I	None
3			MKTG 350 Introduction to Entrepreneurial Marketing	Not open for students with credit in MKTG 355.
3			MKTG 355 IExperiential Entrepreneurial Marketing	Not open for students with credit in MKTG 350; Instructor Consent
3			MKTG 405* Green Marketing and Sustainability	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 487* Digital Marketing and Media II	MKTG 300, IS 301, MKTG 437 with a grade of "B" or higher
3			MKTG 492* New Products/ New Services (Spring term only)	MKTG 300, IS 301
3			MKTG 495 Selected Topics in Marketing	Consent of Department Chair
3			CBA 493 Business Internship *subject to approval of Dept. Chair	Consent of Instructor
3			CBA 494 Short-Term Study Abroad *subject to approval of Dept. Chair	Can only be used for MKTG if course is taught by MKTG Faculty
Take the following course during Senior Status :				
3			MKTG 494* Marketing Management	MKTG 300, MKTG 470, IS 301, and Senior Marketing majors
COB CORE CAPSTONE REQUIREMENT (3 units):				
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, and completion of GE Foundation courses and at least one GE Explorations course

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