

BUSINESS ADMINISTRATION

Marketing Option

- This worksheet is intended for supplemental use only. The University will use your Academic Requirements Report (ARR) to track your graduation requirements, including those for your major. Please continue to check your ARR for accuracy.
- If your ARR requires a correction, please submit an [ARR Correction Form](#).
- Your [Degree Planner](#) (in [mycsusm.edu](#)) will display the following requirements in the University’s recommended sequence.
- All courses used for the major and preparation for the major must be completed with a grade of C (2.0) or higher.
- The Lower-division Pre-Business Core must be completed with a minimum GPA of 2.65 or higher.
- Upon verification of successful completion of the pre-business core requirements, a student will be accepted in the Business Program (i.e., attain business status).
- Fifty percent of the upper-division major coursework must be earned at CSUSM.

LOWER-DIVISION PRE-BUSINESS CORE (24 UNITS)

*The lower-division Pre-Business Core is a prerequisite for “Business Status” and upper-division Business courses.

✓	Course	Units
<input type="checkbox"/>	ACCT 201 ⁺ : Introduction to Financial Accounting	3
<input type="checkbox"/>	ACCT 202 ⁺ : Introduction to Managerial Accounting (*ACCT 201)	3
<input type="checkbox"/>	BUS 202 ⁺ : Introduction to Business Law	3
<input type="checkbox"/>	BUS 203 ⁺ : Business Writing	3
<input type="checkbox"/>	BUS 204 ⁺ : Business Statistics (*sophomore standing)	3
<input type="checkbox"/>	ECON 201: Principles of Microeconomics	3
<input type="checkbox"/>	ECON 202: Principles of Macroeconomics	3
<input type="checkbox"/>	MATH 132: Survey of Calculus (*passing score on calculus readiness diagnostic, MATH 105, 115 or 125)	3

FOUNDATIONS OF BUSINESS COURSES (16 UNITS)

✓	Course	Units
<input type="checkbox"/>	BUS 300: Business Professional Development (*sophomore standing)	2
<input type="checkbox"/>	BUS 302: Foundations of Business Environments	2
<input type="checkbox"/>	BUS 322 [#] : Introduction to Data Analytics	2
<input type="checkbox"/>	FIN 302 [#] : Foundations of Finance	2
<input type="checkbox"/>	MIS 302 [#] : Foundations of Management Information Systems	2
<input type="checkbox"/>	MGMT 302 [#] : Foundations of Organizational Behavior	2
<input type="checkbox"/>	MKTG 302: Foundations of Marketing	2
<input type="checkbox"/>	OM 302 [#] : Foundations of Operations Management	2

*prerequisite; ^pre-/corequisite; +course(s) taken more than 10 years ago will not be accepted
 # equivalent 4-unit course can be substituted for 2-unit course; excess units cannot count toward Electives.

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CORE COURSES (10 UNITS)

✓ <input type="checkbox"/>	Course	Units
<input type="checkbox"/>	MKTG 310: Personal Branding	2
<input type="checkbox"/>	MKTG 442: Marketing Research (*BUS 202 or 304; ^MKTG 302 or 305)	4
<input type="checkbox"/>	MKTG 445: Consumer Behavior (^MKTG 302 or 305)	4

ELECTIVES (20 UNITS)

A minimum of 16 units must be selected from the list of electives below. The remaining 4 units may also be selected from the list below or from any 300- and 400-level course in CoBA. Up to 4 units may be taken outside CoBA with prior approval from the Marketing Department Chair.

- ENTR 420: New Venture Marketing (2) (*MKTG 302 or 305)
- MKTG 315: Services Marketing (2) (*MKTG 302 or 305)
- MKTG 340: Introduction to Sales (4) (*MKTG 302 or 305)
- MKTG 433: Marketing Communication (4) (*MKTG 302 or 305)
- MKTG 446: Sales Management (2) (*MKTG 302 or 305)
- MKTG 448: Global and Cross Cultural Marketing (4) (*MKTG 302 or 305)
- MKTG 452: Sports Marketing and Sponsorship (4) (*MKTG 302 or 305)
- MKTG 454: Using Social Media for Marketing (4) (*MKTG 302 or 305)
- MKTG 456: Digital Marketing Tactics (4) (*MKTG 302 or 305)
- MKTG 458: Marketing Analytics (4) (*MKTG 302 or 305 and MKTG 442)
- MKTG 460: Strategic Brand Management (4) (*MKTG 302 or 305)
- MKTG 461: Marketing and Public Policy (4) (*MKTG 302)
- MKTG 481-484: Selected Topics in Marketing (1-4) (*prerequisites vary)
- MKTG 498A-D: Independent Study in Marketing (1-4) (*instructor consent)

✓ <input type="checkbox"/>	Course	Units
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CAPSTONE AND SENIOR EXPERIENCE (5 UNITS)

✓ <input type="checkbox"/>	Course	Units
<input type="checkbox"/>	BUS 442: Business Strategy (*BUS 302)	2
<input type="checkbox"/>	BUS 495: Senior Experience (*BUS 300, 302, 322, FIN 302, MIS 302, OM 302, MGMT 302 and MKTG 302)	3

*prerequisite; ^pre-/corequisite; †course(s) taken more than 10 years ago will not be accepted
 # equivalent 4-unit course can be substituted for 2-unit course; excess units cannot count toward Electives.

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