

Business Administration ADT to Business Administration B.S. - Marketing Management Concentration

Title	C-ID Designation	C-ID Units	Double Counted for GE	CSUEB Course	Units
Financial Accounting	ACCT 110	3		ACCT 210	3
Managerial Accounting	ACCT 120	3		ACCT 215	3
Business Law OR Legal Environment of Business	BUS 125 OR BUS 120	3		ACCT 220	3
Finite Mathematics OR Business Calculus OR a Math course (excluding Statistics) articulated for the Business major at a CSU campus	MATH 130 OR MATH 140 OR Articulation Agreement by Major (AAM)	3	3	MATH 110	3
Microeconomics	ECON 201	3	3	ECON 200	3
Macroeconomics	ECON 202	3	3	ECON 205	3
Statistics	MATH 110	3		STAT 100	3
Introduction to Business OR Business Communication	BUS 110 OR BUS 115	3	-	-	-
TOTAL MAJOR UNITS		24			
CSU GE Requirements		39			
Double Counting GE		-9			
Elective		3-6			
Total Units		60			

These courses must be taken at CSU East Bay

Please note: A minimum of three courses in the Upper Division General Education pattern must have a topic/learning outcome oriented toward one of the following topic areas (overlays): **Diversity (DIV)**, **Social Justice (SJ)**, or **Sustainability (S)**.

Upper Division GE/Overlay	Courses	Overlay	Units
GE-UD-B	MGMT 350	-	3
GE-UD-C		SJ	3
GE-UD-D			3
		Total Units	9

University Writing Requirement	Course	GE/Overlay	Units
UWR		GE-UD-C/SJ	-
		Total Units	0

Upper Division Core Courses		GE/Overlay	Units
ECON 380	Managerial Economics and Business Strategy		3
FIN 300	Financial Management		3
MGMT 310	Organizational Behavior		3
MGMT 350	Decision Science	GE-UD-B	-
MGMT 360	Operations Management		3
MGMT 499	Seminar in Strategic Business Management		3
MKTG 300	Marketing Principles		3
	Plus, choose one (1) course from the following:		
ECON 385	Global Economic Analysis (Recommended for Business Economics concentration students)		3
MGMT 385	International Business		3
		Total Units	21

Concentration Requirements			
Foundation Courses			
The following 9 units are required:			
ITM 300	Information Technology Management		3
MGMT 300	Business and Professional Ethics	SJ	3
MGMT 370	Business, Government and Society	S	3
		Total Units	9

Required Courses			
The following 9 units are required:			
MKTG 310	Marketing Research		3

MKTG 314	Consumer Behavior		3
MKTG 440	Marketing Strategy		3
		Total Units	9
Elective Courses			
Select three (4) courses for 12 units from the following list:			
MKTG 312	Marketing Analytics		3
MKTG 415	Corporate Communications		3
MKTG 420	Product, Service, and Brand Management		3
MKTG 424	Sales Management		3
MKTG 425	Business-to-Business Marketing		3
MKTG 426	Advertising and Promotion Management		3
MKTG 427	Digital Marketing and Social Media		3
MKTG 430	International Marketing		3
MKTG 432	Marketing for New Ventures		3
MKTG 434	Social and Digital Media Analytics		3
MKTG 497	Seminar in Selected Marketing Topics		3
		Total Units	12
ADDITIONAL COURSE(S) to MEET 60 UNITS		GE/Overlay	Units
These courses may be additional major courses or prerequisites taken at the Community College.			
Free Elective			3
		Total Units	3
		Grand Total	60

First Semester (Fall)			
Core	FIN 300	Financial Management	3
Core	MGMT 300	Corporate Finance	3
GE-UD-B/Core	MGMT 350	Decision Science	3
Core	MKTG 300	Marketing Principles	3
Core	ITM 300	Info Tech Management	3
		TOTAL:	15
Second Semester (Spring)			
Check your MyCSUEB "Degree Audit Report" (DAR) and email any discrepancies to cbeadvising@csueastbay.edu			
UWR/GE-UD-C/SJ	COURSE:	OVERLAY: Social Justice	3
Core	ECON 380	Managerial Economics and Business Strategy	3
Concentration	MKTG 310	Marketing Research	3
Core	MGMT 310	Decision Science	3
Concentration Elective		Choose 1 from list	3
		TOTAL:	15
Third Semester (Fall)			
GE-UD-D/DIV	COURSE	OVERLAY	3
Core	MGMT 360	Operations Management	3
Core/S	MGMT 370	Business, Government and Society	3
Concentration	MKTG 314	Consumer Behavior	3
Free Elective			3
		TOTAL:	15
Fourth Semester (Spring)			
Core	MGMT 385 or ECON 385	Choose 1	3
Concentration	MKTG 440	Marketing Strategy	3
Concentration Elective		Choose 1 from list	3
Concentration Elective		Choose 1 from list	3
Core	MGMT 499	Seminar in Strategic Business Management	3
		TOTAL:	15
		GRAND TOTAL:	60
Updated: 4/1/2024			