

Degree: Business Administration, B.S.: Marketing Management Concentration 21-22				
Requirement Area	Course	Course Title	Prerequisites	Units
First Semester (FALL)				
E	GS 101A	Foundations of Success I		1
A1 or A3		Oral Communication or Critical Thinking		3
A2		Written Communication		3
C1 or C2		Arts or Humanities		3
LD Major Core	STAT 110 or STAT 100	Elements of Statistics for Business and Economics or Elements of Statistics & Probability		3
D1/LD Major Core	ECON 200	Principles of Microeconomics		3
		Total:		16
Second Semester (SPRING)				
E	GS 101B	Foundations of Success II		1
A1 or A3		Oral Communication or Critical Thinking		3
C1 or C2		Arts or Humanities		3
D1/LD Major Core	ECON 205	Principles of Macroeconomics		3
Code 1		U.S. Code (US 1,2)		3
B4/LD Major Core	MATH 110	Finite Mathematics for Business		3
		Total:		16
Third Semester (FALL)				
E		Lifelong Learning and Self-Development		1
B1 & B3		Physical Science and Laboratory Science		3
Writing II	ENGL 200	College Writing II	ENG 101, 102, or 104	3
LD Major Core	ACCT 210	Introduction to Financial Accounting		3
LD Major Core	ACCT 220	Legal Environment of Business		3
F		Ethnic Studies		3
		Total:		16
Fourth Semester (SPRING)				
B2 & B3		Life Science and Laboratory Science		3
D2/Code 2		Social Sciences and U.S. Code (1,3)		3
Add'l C1 or C2*		Arts or Humanities		3
LD Major Core	ACT 215	Introduction to Managerial Accounting	ACCT 210	3
UD Major Core	MKTG 300	Marketing Principles		3
		Total:		15
Fifth Semester (FALL)				
UD Major Core	MGMT 310	Organizational Behavior		3
UD Major Core	FIN 300	Financial Management	MATH 110/130/180; STAT 100/110	3
UD Major Core	ITM 300	Information Technology Management		3
UD-B/UD Major Core	MGMT 350	Decision Science	Completion of A1, A2, A3 and B4; MATH 180 or 130, STAT 100 or 110	3
Concentration	MKTG 310	Marketing Research		3
		Total:		15
Sixth Semester (SPRING)				
UD-C & Overlay		UD Arts or Humanities	Completion of A1, A2, A3 and B4	3
UD-B & Sustainability/UD Major Core	ECON 380	Managerial Economics & Business Strategy	Completion of A1, A2, A3 and B4, ECON 200, MATH 180 or 130	3
UD Major Core	MGMT 300	Business & Professional Ethics		3
Concentration	MKTG 314	Consumer Behavior		3
Concentration	MKTG	Concentration		3
		Total:		15
Seventh Semester (FALL)				
UD-D & Overlay		UD Social Science and Overlay	Completion of A1, A2, A3 and B4	3
UD Major Core	MGMT 360	Operations Management	MATH 110/130/180; STAT 100/110	3
UD Major Core	MGMT 370	Business, Government & Society		3
Concentration	MKTG	Concentration		3
		Total:		12
Eighth Semester (SPRING)				
UD Major Core	BUS 335	Communication in Team Building		3
UD Major Core	MGMT 385 or ECON 385	International Business or Global Economic Analysis	ECON 200, 205	3
Concentration	MKTG 440	Marketing Strategy		3
Concentration	MKTG	Concentration		3
Major Capstone	MGMT 499	Seminar in Strategic Business Management	FIN 300; MKTG 300, MGMT 350; MGMT 370; UWSR	3
		Total:		15
Total Units:				120

CSUEB General Breadth and Graduation Requirement Checklist	
Area A (9 units): Communication in the English Language & Critical Thinking (Must earn passing grade of C-/CR or better)	
<input type="checkbox"/> A1. COMM 100 or 104, MLL 111	
<input type="checkbox"/> A2. ENGL 101, 102, or 104	
<input type="checkbox"/> A3. PHIL 100	
Area B (9 units) : Scientific Inquiry & Quantitative Reasoning	
<input type="checkbox"/> B1. Physical Science	
<input type="checkbox"/> B2. Life Science	
<input type="checkbox"/> B3. Laboratory Activity	
<input type="checkbox"/> B4. Quantitative Reasoning (Must earn passing grade of C-/CR or better.)	
Area C (9 units): Arts & Humanities - Minimum of three different disciplines as designated by course prefix (e.g., ART, THEA, MUS)	
<input type="checkbox"/> C1. Arts	
<input type="checkbox"/> C2. Humanities	
<input type="checkbox"/> *Additional Lower-division Area C Course in Arts (C1) or Humanities (C2)	
Area D (6 units) : Social Sciences - Minimum of three different disciplines as designated by course prefix (e.g., ANTH, ECON, POSC)	
<input type="checkbox"/> D1.	
<input type="checkbox"/> D2.	
Area E (3 units) : Lifelong Learning and Self-Development	
<input type="checkbox"/> E.	
Area F (3 units): Ethnic Studies	
<input type="checkbox"/> F.	
Second Composition : Requires completion of GE A2 with a C-/CR or better. Must be completed before attaining junior standing.	
<input type="checkbox"/> Second Composition	
U.S. Code (American Institutions Requirement) - Two courses (6 units) covering three U.S. Code Requirements of US-1 (U.S. History), US-2 (U.S. Constitution), and US-3 (California State & Local Government).	
<input type="checkbox"/> Code 1.	
<input type="checkbox"/> Code 2.	
Upper Division GE Requirements (9 units): Should be taken after completion of A1, A2, A3, and B4 with a C- (CR)	
<input type="checkbox"/> UD-B. Upper-division Science Inquiry and Quantitative Reasoning	
<input type="checkbox"/> UD-C. Upper-division Arts OR Humanities	
<input type="checkbox"/> UD-D. Upper-division Social Sciences	
Overlay Requirements (9 units): Courses may be upper or lower division, and GE or major	
<input type="checkbox"/> Diversity (Div)	
<input type="checkbox"/> Social Justice (SJ)	
<input type="checkbox"/> Sustainability (S)	
Course Conversion Key	
BUS 220 = ACCT 220 BUS 325 = MKTG 300 BUS 370 = MGMT 370	
BUS 320 = MGMT 300 BUS 330 = FIN 300 BUS 385 = MGMT 385	
BUS 310 = MGMT 310 BUS 360 = MGMT 360 BUS 340 = ITM 300	
BUS 499 = MGMT 499	
Elective Courses	
Select three (3) courses for 9 units from the following list:	
MKTG 312 - Marketing Analytics Units: 3	
MKTG 415 - Corporate Communications Units: 3	
MKTG 420 - Product, Service, and Brand Management Units: 3	
MKTG 424 - Sales Management Units: 3	
MKTG 425 - Business-to-Business Marketing Units: 3	
MKTG 426 - Advertising and Promotion Management Units: 3	
MKTG 427 - Digital Marketing and Social Media Units: 3	
MKTG 430 - International Marketing Units: 3	
MKTG 432 - Marketing for New Ventures Units: 3	
MKTG 434 - Social and Digital Media Analytics Units: 3	
MKTG 497 - Seminar in Selected Marketing Topics Units: 3	

Note: No changes to, or from, the credit/no credit pattern are permitted after the Grade Type Change period. There are no exceptions to this rule. Courses in a student's major department, regardless of course prefix, may not be taken "CR/NC," unless that is the only grading pattern in the course.