

Degree: Business Administration, B.S.: Marketing Management Concentration 25-26				
Requirement Area	Course	Course Title	Prerequisites	Units
First Semester (FALL)				
Recommended	GS 101A	Foundations of Success I		1
1C		Oral Communication		3
1A		Written Communication		3
3A or 3B		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
Area 4/LD Major Core	ECON 200	Principles of Microeconomics		3
		Total:		16
Second Semester (SPRING)				
Recommended	GS 101B	Foundations of Success II		1
1B/Second Comp		Critical Thinking and Composition		3
3A or 3B		Arts or Humanities		3
Area 4/LD Major Core	ECON 205	Principles of Macroeconomics		3
Code 1		U.S. Code (US 1,2)		3
Area 2/LD Major Core	MATH 110	Finite Mathematics for Business		3
		Total:		16
Third Semester (FALL)				
5A & 5C		Physical Science and Laboratory Science		4
Area 6		Ethnic Studies		3
LD Major Core	ACCT 210	Introduction to Financial Accounting		3
LD Major Core	ACCT 220	Legal Environment of Business		3
				3
		Total:		16
Fourth Semester (SPRING)				
5B & 5C		Life Science and Laboratory Science		3
Area 4/Code 2		Social Sciences and U.S. Code (1,3)		3
LD Major Core	ACT 215	Introduction to Managerial Accounting	ACCT 210	3
UD Major Core	MKTG 300	Marketing Principles		3
Free Elective				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-Area 5/UD Major Core	MGMT 350	Decision Science	Completion of GE Areas 1A, 1B, 1C and GE-2 with grade C- (CR) or better; MATH 180 or 130, STAT 100 or 110	3
Concentration	MKTG 310	Marketing Research		3
		Total:		15
Sixth Semester (SPRING)				
UD-Area 3/5		UD Arts or Humanities/Sustainability Overlay	Completion of GE Areas 1A, 1B, 1C and GE-2 with grade C- (CR) or better	3
UD Major Core	ECON 380	Managerial Economics & Business Strategy	Completion of GE Areas 1A, 1B, 1C and GE-2 with grade C- (CR) or better; ECON 200, MATH 180 or 130	3
UD Major Core/SI	MGMT 300	Business & Professional Ethics		3
Concentration	MKTG 314	Consumer Behavior		3
Concentration	MKTG	Concentration		3
		Total:		15
Seventh Semester (FALL)				
UD-Area 4/DIV		UD Social Science/Diversity Overlay	Completion of GE Areas 1A, 1B, 1C and GE-2 with grade C- (CR) or better	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
UWR				3
		Total:		12
Eighth Semester (SPRING)				
Concentration	MKTG	Concentration		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	Department Consent	3
		Total:		15
Total Units:				120

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.

CSUEB General Breadth and Graduation Requirement Checklist	
Area 1 (9 units): English Communication	
<input type="checkbox"/> 1A - Lower Division English Composition	
<input type="checkbox"/> 1B - Lower Division Critical Thinking and Composition	
<input type="checkbox"/> 1C - Lower Division Oral Communication	
Area 2 (3 units): Mathematical Concepts and Quantitative Reasoning	
<input type="checkbox"/> Area 2 - Mathematical Concepts and Quantitative Reasoning	
Area 3 (6 units): Arts & Humanities - Minimum of two different disciplines as designated by course prefix (e.g., ART, THEA, MUS)	
<input type="checkbox"/> 3A - Arts and Humanities (Arts)	
<input type="checkbox"/> 3B - Arts and Humanities (Humanities)	
Area 4 (6 units): Social and Behavioral Sciences - Minimum of two different disciplines as designated by course prefix (e.g., ANTH, ECON, POSC)	
<input type="checkbox"/> Area 4 - Lower Division Social and Behavioral Sciences	
<input type="checkbox"/> Area 4 - Lower Division Social and Behavioral Sciences	
Area 5 (7 units): Physical and Biological Sciences	
<input type="checkbox"/> 5A - Lower Division Physical and Biological Sciences (Physical)	
<input type="checkbox"/> 5B - Lower Division Physical and Biological Sciences (Biological)	
<input type="checkbox"/> 5C - Lower Division Physical and Biological Sciences (Laboratory) -- May be embedded in 5A or 5B course, as long as 7 units met for lower-division Subject Area 5.	
Area 6 (3 units): Ethnic Studies	
<input type="checkbox"/> Area 6 - Ethnic Studies	
Second Composition: Second Composition part of 1B for 2025-26 or later catalog)	
<input type="checkbox"/> Second Composition	
University Writing Requirement (3-4 units)	
<input type="checkbox"/> UWR	
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 1A, 1B, 1C, and Area 2 with a C- (CR)	
<input type="checkbox"/> UD- Area 3 - Upper Division Arts or Humanities	
<input type="checkbox"/> UD- Area 4 - Upper Division Social and Behavioral Sciences	
<input type="checkbox"/> UD- Area 5 - Upper Division Science or Mathematical Concepts/Quantitative Reasoning	
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 two (2) courses for 6 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	

*Students are required to take a minimum of 40 semester units as upper division (includes 9 units upper division GE)