Degree: Business Analytics, B.S.: Marketing Analytics Concentration 26-27				
Requirement Area	**Course**	**Course Title**	**Prerequisites**	**Units**
First Semester (FALL)				
1C		Oral Communication		3
1A		Written Communication		3
LD Major Core	CS 100	Programming for Everyone		3
Area 2/LD Major Core	MATH 130	Calculus I	One from the following: Satisfactory score of 78 or higher on Mathematics Placement Exam, MATH 120 or MATH 125 (either course with grade C- or better).	4
Elective				3
			Total:	16
Second Semester (SPRING)				
1B/Second Comp		Critical Thinking and Compostion		3
3A or 3B		Arts or Humanities		3
Elective				3
Area 4/Code 1	ECON 101, ES 120, HIST 110, POSC 101, or equivalent	Social Sciences and US-1-2		3
LD Major Elective				3
			Total:	15
Third Semester (FALL)				
Area 4/Code 2	ES 121, HIST 111, POSC 102, or equivalent	Social Sciences and US-3		3
5A/5C		Physical Science/Laboratory Science		3
Area 6		Ethnic Studies		3
3A or 3B		Arts or Humanities		3
Free Elective				3
			Total:	15
Fourth Semester (SPRING)				
LD Major Core	CS/MATH 211	Discrete Structures	MATH 130 with grade C- or better	3
5B/5C		Life Science/Laboratory Science		3
Free Elective				4
Free Elective				4
			Total:	14
Fifth Semester (FALL)				
UD-Area 3	UD Arts or Humanities		Completion of GE Areas 1A, 1B, 1C and GE-2 with grade C- (CR) or better	3
UD Major Core	BAN 310	Data Analysis with Python I	MATH 130 and CS 100 (or CS 101)	3
Concentration				3
UD Major Core/UWR	MKTG 305W	Business Communication	Junior standing	3
Concentration				3
			Total:	15
Sixth Semester (SPRING)				
UD Major Core	BAN 315	Data Analysis with Python II	BAN 310	3
UD-Area 5/UD Major Core/S	BAN 320	Optimization and Simulation for Business Applications	Completion of GE Areas 1A, 1B, 1C and GE-2 with grade C- (CR) or better,CS 100 or CS 101	3
UD Major Core	BAN 331	Database Management and SQL	BAN 310 or ITM 300	3
UD Major Core	BAN 350	Data Wrangling and Data Pipline	BAN 310	3
Concentration				3
			Total:	15
Seventh Semester (FALL)				
Concentration	MKTG 310	Marketing Research	MKTG 300	3
UD Major Core/SJ	BAN 441	Business Data Visualization and Reporting	BAN 310 or ITM 300	3
UD Major Core	BAN 449	Big Data Technology and Business Applications	BAN 315 or ITM 330	3
UD Major Core	BAN 340	Machine Learning for Business Applications	BAN 315	3
Concentration		Concentration Elective		3
			Total:	15
Eighth Semester (SPRING)				
UD-Area 4 (with Div if needed)	UD Social Science (with Diversity Overlay if needed)		Completion of GE Areas 1A, 1B, 1C and GE-2 with grade C- (CR) or better	3
Concentration		Concentration Elective		3
Concentration		Concentration Elective		3
Major Capstone	BAN 499	Capstone Seminar	BAN 340 and BAN 441	3
UD Free Elective				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
☐ 1A - Lower Division English Composition
☐ 1B - Lower Division Critical Thinking and Composition
☐ 1C - Lower Division Oral Communication
Area 2 (3 units) : Mathematical Concepts and Quantitative Reasoning
☐ 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)
☐ 3A - Arts and Humanities (Arts)
☐ 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)
☐ Area 4 - Lower Division Social and Behavioral Sciences
☐ Area 4 - Lower Division Social and Behavioral Sciences
Area 5 (7 units): Physical and Biological Sciences
☐ 5A - Lower Division Physical and Biological Sciences (Physical)
☐ 5B - Lower Division Physical and Biological Sciences (Biological)
☐ 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
☐ Area 6 - Ethnic Studies
Second Composition : Second Composition (Required as part of 1B for 2025-26 or later catalog)
☐ Second Composition
University Writing Requirement (3-4 units)
☐ 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).
☐ Code 1
☐ Code 2
Upper Division GE Requirements (9 units): Should be taken after completion of 1A, 1B, 1C, and Area 2 with a C- (CR)
☐UD- Area 3 - Upper Division Arts or Humanities
☐ UD- Area 4 - Upper Division Social and Behavioral Sciences
☐ 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
☐ Diversity (Div)
☐ Social Justice (SJ)
☐ Sustainability (S)
Marketing Analytics Concentration
Take the following three (3) courses for 9 units:
MKTG 300 - Marketing Principles Units: 3
MKTG 310 - Marketing Research Units: 3
MKTG 312 - Marketing Analytics Units: 3
Elective Courses (9 units)
Select three (3) courses for 9 units from the following:
MKTG 420 - Product, Service, and Brand Management Units: 3
MKTG 427 - Digital Marketing and Social Media Units: 3
MKTG 432 - Marketing for New Ventures Units: 3
MKTG 434 - Social and Digital Media Analytics Units: 3