# San Francisco State University

## BS Degree in Business Administration - Marketing (400343)

### Degree Roadmap: Bulletin Year 2011 - 2012

Minimum Number of Units in Major = 42

**Bulletin URL:** [http://www.sfsu.edu/~bulletin/current/programs/business.htm#400343](http://www.sfsu.edu/~bulletin/current/programs/business.htm#400343)

**Key to Course Abbreviations:** [http://www.sfsu.edu/~admisrec/reg/noindex/crsabbrev.html](http://www.sfsu.edu/~admisrec/reg/noindex/crsabbrev.html)

**Department Website:** [http://www.sfsu.edu/~mktgwww/](http://www.sfsu.edu/~mktgwww/)

### 1st Semester Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Recommended Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Information Competence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Written English Proficiency</td>
<td>ENG 114</td>
<td>3</td>
</tr>
<tr>
<td>GE 1 Oral Communication</td>
<td>COMM 150</td>
<td>3</td>
</tr>
<tr>
<td>GE 2 Humanities and Creative Arts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE 2 Physical and Biological Sciences, Category A or B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE 2 Behavioral and Social Sciences also satisfies Major Prerequisite</td>
<td>ECON 100</td>
<td>3</td>
</tr>
</tbody>
</table>

**Note:** Review the Bulletin for GE II requirements in the following areas:

- LLD: Lifelong Development
- AERM: American Ethnic and Racial Minorities
- L/F: Laboratory or Fieldwork

### 2nd Semester Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Recommended Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE 1 Quantitative Reasoning also satisfies Major Prerequisite</td>
<td>DS 110 or MATH 110</td>
<td>3</td>
</tr>
<tr>
<td>GE 1 Critical Thinking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE 2 Behavioral and Social Sciences also satisfies Major Core</td>
<td>ECON 101</td>
<td>3</td>
</tr>
<tr>
<td>GE 2 Physical and Biological Sciences, Category A or B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE 2 Humanities and Creative Arts</td>
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<td></td>
</tr>
</tbody>
</table>

**Totals:** 15

### 3rd Semester Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Recommended Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE 1 Written Communication also satisfies University Written English Proficiency</td>
<td>ENG 214</td>
<td>3</td>
</tr>
<tr>
<td>GE 2 Behavioral and Social Sciences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE 2 Humanities and Creative Arts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major Core</td>
<td>ACCT 100</td>
<td>3</td>
</tr>
</tbody>
</table>

**Note:** If desired, take ISYS 263 Waiver Exam before 4th semester.

### 4th Semester Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Recommended Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE History</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE 2 Physical and Biological Sciences (If necessary to achieve 9 units)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major Core</td>
<td>ACCT 101</td>
<td>3</td>
</tr>
<tr>
<td>Major Core</td>
<td>DS 212</td>
<td>3</td>
</tr>
<tr>
<td>Major Prerequisite (or passing score on ISYS 263 Waiver Exam and take University Elective course.)</td>
<td>ISYS 263</td>
<td>3</td>
</tr>
</tbody>
</table>

**Totals:** 15

### 5th Semester Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Recommended Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major Core</td>
<td>ISYS 363</td>
<td>3</td>
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<tr>
<td>Major Core</td>
<td>FIN 350</td>
<td>3</td>
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<tr>
<td>Major Core</td>
<td>IBUS 130 or MGMT 405</td>
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</tr>
<tr>
<td>Major Core</td>
<td>MKTG 431</td>
<td>3</td>
</tr>
</tbody>
</table>

**Totals:** 15

### 6th Semester Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Recommended Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Written Eng Proficiency/GWAR (consult with Major advisor regarding GWAR) or University Elective</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major Core</td>
<td>DS 412</td>
<td>3</td>
</tr>
<tr>
<td>Major Concentration</td>
<td>MKTG 632 or MKTG 633</td>
<td>3</td>
</tr>
</tbody>
</table>

**Totals:** 15

### 7th Semester Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Recommended Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major Core</td>
<td>BUS 360</td>
<td>3</td>
</tr>
<tr>
<td>Major Core</td>
<td>IBUS 330 or MGMT 405</td>
<td></td>
</tr>
<tr>
<td>Major Concentration</td>
<td>MKTG 632 or MKTG 633</td>
<td>3</td>
</tr>
</tbody>
</table>

**Totals:** 15

### 8th Semester Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Recommended Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Core</td>
<td>BUS 682</td>
<td>3</td>
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<tr>
<td>Major Core</td>
<td>BUS 690</td>
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<tr>
<td>Major Concentration</td>
<td>MKTG 649</td>
<td>3</td>
</tr>
<tr>
<td>Major Concentration Elective</td>
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</tbody>
</table>

**Totals:** 15

**Note:** Some courses in major must be taken for a letter grade and/or have a minimum grade required to be able to go on to the next requirement in the major.