

BS Degree in Business Administration - Marketing (400343)

Minimum Number of Units in Major = 42

Bulletin URL: <http://www.sfsu.edu/~bulletin/current/programs/business.htm#400343> Key to Course Abbreviations: <http://www.sfsu.edu/~admisrec/reg/noindex/crsabbrev.html>

1st Semester Requirements

Requirement	Recommended Courses	Units
Basic Information Competence		
Written English Proficiency	ENG 114	3
GE 1 Oral Communication	SPCH 150	3
GE 2 Humanities and Creative Arts		3
GE 2 Physical and Biological Sciences, Category A or B		3
GE 2 Behavioral and Social Sciences, Category B also satisfies Major Prerequisite	ECON 100	3
1st Semester Total		15

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

Requirement	Recommended Courses	Units
GE 1 Quantitative Reasoning also satisfies Major Prerequisite	DS 110 or MATH 110	3
GE 1 Critical Thinking		3
GE 2 Behavioral and Social Sciences, Category A also satisfies Major Core	ECON 101	3
GE 2 Physical and Biological Sciences, Category A or B		3
GE 2 Humanities and Creative Arts		3
2nd Semester Total		15

3rd Semester Requirements

Requirement	Recommended Courses	Units
US History		3
GE 1 Written Communication also satisfies University Written English Proficiency	ENG 214	3
GE 2 Behavioral and Social Sciences, Category C		3
GE 2 Humanities and Creative Arts		3
Major Core	ACCT 100	3
3rd Semester Total		15

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

4th Semester Requirements

Requirement	Recommended Courses	Units
US Government and California		3
GE 2 Physical and Biological Sciences, Category C		3
Major Core	ACCT 101	3
Major Core	DS 212	3
Major Prerequisite (or passing score on ISYS 263 Waiver Exam and take University Elective course.)	ISYS 263	3
4th Semester Total		15

Note: Take JEPET after 48 units earned to satisfy Written English Proficiency.

5th Semester Requirements

Requirement	Recommended Courses	Units
GE 3		3
Major Core	ISYS 363	3
Major Core	FIN 350	3
Major Core	IBUS 330 or MGMT 405	3
Major Core	MKTG 431	3
5th Semester Total		15

6th Semester Requirements

Requirement	Recommended Courses	Units
Written English Proficiency (If required.)	ENG 414	0 to 3
GE 3		3
Major Core	BUS 360	3
Major Core	DS 412	3
Major Concentration	MKTG 632 or MKTG 633	3
Major Concentration Elective		3
6th Semester Total		15 to 18

7th Semester Requirements

Requirement	Recommended Courses	Units
GE 3		3
Major Core	MGMT 407	3
Major Core	IBUS 330 or MGMT 405	3
Major Concentration	MKTG 632 or MKTG 633	3
Major Concentration Elective		3
7th Semester Total		15

8th Semester Requirements

Requirement	Recommended Courses	Units
Major Core	BUS 682	3
Major Core	BUS 690	3
Major Concentration	MKTG 649	3
Major Concentration Elective		3
Major Concentration Elective		3
8th Semester Total		15

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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.

Department Website: <http://www.sfsu.edu/~mktgwww/>