

Lower Division Core (21 units)	Upper Division Core (27 units)
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You are responsible for meeting all prerequisites and co-requisites as stated in the class schedule.
 All core courses must be completed with a "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade.

*Once you have completed all of the lower division core, you must pass the Mihaylo Ethics Quiz and may declare your concentration online:
<https://business.fullerton.edu/Programs/Undergraduate/Advising/Declare>*

You may complete your upper division core concurrently with your concentration requirements once your concentration is declared.

- MATH 135 Business Calculus (3)
OR MATH 130 Calculus for the Natural Sciences (4)
OR MATH 150A Calculus I (4)
- BUAD 201 Business Writing (3)
- ACCT 201A Financial Accounting (3)
- ECON 201 Principles of Microeconomics (3)
- ACCT 201B Managerial Accounting (3)
- ECON 202 Principles of Macroeconomics (3)
- MGMT 246 Business and Its Legal Environment (3)

- BUAD 301 Advanced Business Communication (3)
- ISDS 361A Business Analytics I (3)
- MKTG 351 Principles of Marketing (3)
- FIN 320 Financial Management I (3)
- ISDS 351 Principles of Information Systems (3)
- ISDS 361B Business Analytics II (3)
- MGMT 339 Managing Operations (3)
- MGMT 340 Organizational Behavior (3)
- ECON 315 Intermediate Business Microeconomics (3)
OR ECON 320 Intermediate Macroeconomics Analysis (3)

Global Business Requirement (3 units)

Complete one three-unit course in the area of Global Business. The course must be selected from the list of approved Global Business courses and may not be a course in your concentration. *Underlined courses in economics may fulfill general education requirements.*

- APPROVED COURSES:** ECON 330, 332, 333, 334, 335, 336, FIN 370, 371, 375, MGMT 350

Approved Practicum Requirement (3 units)

Complete one three-unit upper-division course in a practicum area, selected in consultation with your advisor. The practicum may not double count within the major and must be completed with "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade.

To fulfill the practicum requirement complete a course for Professional and Career Development, Internship, or Experiential Learning. Approval must be obtained prior to enrolling in your practicum requirement: _____

Marketing Concentration Requirements (18 Units)

Once you complete all lower division business core, you must pass the Mihaylo Ethics Quiz and declare your concentration to enroll in concentration courses and electives: <https://business.fullerton.edu/Programs/Undergraduate/Advising/Declare>

REQUIRED COURSES	PREREQUISITES
<input type="checkbox"/> MKTG 353* Marketing Information Technology (3)	<i>BUAD 301, ISDS 361A, & MKTG 351</i>
<input type="checkbox"/> MKTG 370* Consumer Behavior (3)	<i>BUAD 301 Co-requisite: MKTG 351</i>
<input type="checkbox"/> MKTG 379* Marketing Research Methods (3)	<i>BUAD 301, ISDS 361A, & MKTG 351</i>
<input type="checkbox"/> MKTG 489* Developing Marketing Strategies (3)	<i>MKTG 353, MKTG 370, MKTG 379, and senior standing</i>

Complete 6 units (two courses) of elective coursework from the list below:

You are responsible for meeting all prerequisites and co-requisites as stated in the class schedule.

<input type="checkbox"/> MKTG 401*	<input type="checkbox"/> MKTG 430*	<input type="checkbox"/> MKTG 445*	<input type="checkbox"/> MKTG 465*
<input type="checkbox"/> MKTG 405*	<input type="checkbox"/> MKTG 442*	<input type="checkbox"/> MKTG 450*	<input type="checkbox"/> MKTG 475*
<input type="checkbox"/> MKTG 415*	<input type="checkbox"/> MKTG/ISDS 443*	<input type="checkbox"/> MKTG 455*	<input type="checkbox"/> MKTG 485*
<input type="checkbox"/> MKTG 425*	<input type="checkbox"/> MKTG 444*	<input type="checkbox"/> MKTG 462*	

Capstone Core Course (3 Units)

You may complete your capstone course concurrently with your concentration courses.
 The capstone must be completed with a "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade.

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| <input type="checkbox"/> MGMT 449* Seminar in Strategic Management (3) | PREREQUISITES: All upper and lower division business core course completed with a grade of "C" or better |
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**Pre-business, pre-international business, pre-economics or undeclared students are restricted from enrolling in these courses. Consult the California State University, Fullerton Catalog for a full statement of all requirements and regulations. This handout is just a brief summary printed for your convenience*

**FOUR-YEAR ROADMAP FOR BA IN BUSINESS ADMINISTRATION
MARKETING CONCENTRATION
Catalog Year 2020 – 2021
120 units**

It is important to keep course sequencing in mind. To ensure that you are fulfilling pre-requisites, **bolded** courses should be prioritized and completed in the order listed. Failure to complete **bolded** courses in the semester indicated will potentially limit the ability to graduate in four years.

Year 1	
<u>First Semester</u> <input type="checkbox"/> GE Area A.2 ENGL 101 (3) <input type="checkbox"/> GE Area B.4 Prerequisite to MATH 135/130/150A (4-5) <input type="checkbox"/> GE Area C.1 Introduction to Arts (3) <input type="checkbox"/> GE Area C.2 Introduction to Humanities (3) <input type="checkbox"/> GE Area C.1 or C.2 ¹ (3)	<u>Second Semester</u> <input type="checkbox"/> GE Area A.1 Oral Communication (3) <input type="checkbox"/> GE Area B.4 MATH 135 OR MATH 130 OR MATH 150A (3-4) <input type="checkbox"/> GE Area A.3 Critical Thinking (3) <input type="checkbox"/> GE Area B.1 Physical Science (3) <input type="checkbox"/> GE Area D.3 American Government (3)

Year 2	
<u>Third Semester</u> <input type="checkbox"/> ACCT 201A (3) <input type="checkbox"/> GE Area D.1 ECON 201 OR ECON 202 (3) <input type="checkbox"/> BUAD 201 (3) <input type="checkbox"/> GE Area B.2 + B.3 Life Science (3) + Laboratory Experience (1) <input type="checkbox"/> GE Area D.2 American History, Institutions & Values (3)	<u>Fourth Semester</u> <input type="checkbox"/> ACCT 201B (3) <input type="checkbox"/> GE Area D.1 ECON 201 OR ECON 202 (3) <input type="checkbox"/> MGMT 246 (3) <input type="checkbox"/> GE Area E Lifelong Learning and Self Development (3) <input type="checkbox"/> Free Elective to reach 120 total units (3)

Year 3 (Transfer Students Begin Here)	
<u>Fifth Semester</u> <input type="checkbox"/> BUAD 301 (3) <input type="checkbox"/> ISDS 361A /GE Area B.5 Implications and Explorations in Mathematics and Sciences (3) <input type="checkbox"/> MKTG 351 (3) <input type="checkbox"/> FIN 320 (3) <input type="checkbox"/> GE Area C.3 & Z OR Practicum ² :	<u>Sixth Semester</u> <input type="checkbox"/> ISDS 361B (3) <input type="checkbox"/> ISDS 351 (3) <input type="checkbox"/> MKTG 353 (3) <input type="checkbox"/> MKTG 370 (3) <input type="checkbox"/> MGMT 339 (3)

Year 4	
<u>Seventh Semester</u> <input type="checkbox"/> MGMT 340 (3) <input type="checkbox"/> ECON 315 OR 320 (3) <input type="checkbox"/> MKTG 379 (3) <input type="checkbox"/> MKTG Elective (3) <input type="checkbox"/> GE Area C.3 & Z OR Practicum ² :	<u>Eighth Semester</u> <input type="checkbox"/> MGMT 449 ³ (3) <input type="checkbox"/> MKTG 489 ⁴ (3) <input type="checkbox"/> MKTG Elective (3) <input type="checkbox"/> GE Area D.4/ Global Business Requirement: ECON 330, 332, 333, 334, 335, OR 336 (3) <input type="checkbox"/> Free Elective to reach 120 total units (3)

Notes:

¹ You are encouraged to take the additional units in GE area C.2

² Consult with your advisor to select from GE area C.3 and Z (300-400 level) – Explorations in Arts or Humanities and Cultural Diversity, OR Approved Practicum Requirement

³ All lower and upper division business core courses must be completed with “C” or better prior to MGMT 449

⁴ MKTG 353, 370, and 379 must be completed prior to MKTG 489