



CALIFORNIA STATE UNIVERSITY  
**FULLERTON**  
Mihaylo College of Business and Economics

**MAJOR REQUIREMENTS FOR THE BACHELOR OF ARTS IN  
BUSINESS ADMINISTRATION with a  
CONCENTRATION IN MARKETING  
2017-2018**

**Lower Division Core (21 units)**

All core courses must be completed with "C" (2.0) or better.  
A grade of "C-" (1.7) or lower is not a passing grade.

Acct 201A	Financial Accounting (3)
Acct 201B	Managerial Accounting (3)
Buad 201	Business Writing (3)
Econ 201	Principles of Microeconomics (3)
Econ 202	Principles of Macroeconomics (3)
Mgmt 246	Business and Its Legal Environment (3)
Math 135,130, Business Calculus (3), A Short Course in Calculus (4), Calculus I (4) OR 150A	

**Upper Division Core (27 units)**

All core courses must be completed with "C" (2.0) or better.  
A grade of "C-" (1.7) or lower is not a passing grade.

Buad 301	Advanced Business Communication (3)
Econ 315 OR 320	Intermediate Business Microeconomics or Intermediate Macroeconomics Analysis (3)
Fin 320	Financial Management I (3)
ISDS 351	Principles of Information Systems (3)
ISDS 361A	Business Analytics I (3)
ISDS 361B	Business Analytics II (3)
Mgmt 339	Managing Operations (3)
Mgmt 340	Organizational Behavior (3)
Mktg 351	Principles of Marketing (3)

**Capstone Core Course (3 units)**

All core courses must be completed with "C" (2.0) or better.  
A grade of "C-" (1.7) or lower is not a passing grade.

Mgmt 449	Seminar in Strategic Management (3)
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**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. The approved list is available in the Business Advising Center.

**Marketing Concentration Requirement (18 units)**

Mktg 353	Marketing Information Technology (3)
Mktg 370	Consumer Behavior (3)
Mktg 379	Marketing Research Methods (3)
Mktg 489	Developing Marketing Strategies (3)

**And 6 units chosen from the following:**

Mktg 401 Professional Selling (3)	Mktg 445 Global Marketing (3)
Mktg 405 Advertising & Promotions Strategy (3)	Mktg 455 Strategic Internet Marketing (3)
Mktg 415 Managing the Sales Force (3)	Mktg 462 Marketing for Entrepreneurs (3)
Mktg 425 Retail Marketing Strategy (3)	Mktg 465 Managing Services Marketing (3)
Mktg 430 Sports Marketing (3)	Mktg 475 Export/Import Marketing Strategies (3)
Mktg 443 Marketing Analytics: Decision-Making in the Information Age (3)	Mktg 485 Multicultural Marketing (3)

## PREREQUISITE INFORMATION SHEET 2017-2018

Most business and economics courses have prerequisites and/or corequisites. Before you register, make sure you meet all course requirements. You may be administratively dropped if you do not.

Most upper division courses in the Mihaylo College of Business and Economics are restricted and not open to pre-business, pre-international, pre-economics or undeclared students. If you are still “pre-”, then it is important that you focus on the lower division core requirements. **Once you have completed all of the lower division core courses with grades of “C” (2.0) or better, then you may declare your concentration through the Business Advising Center at either the Fullerton or Irvine Campus.**

### BUSINESS ADMINISTRATION CORE COURSES

#### COURSES

#### PREREQUISITES

Acct 201A	None, but not recommended for first-time freshmen
Acct 201B	Acct 201A with a grade of “C” or better
Buad 201	English 101 (or equivalent) with grade of “C” (2.0) or better
Econ 201	None, but not recommended for first-time freshmen
Econ 202	None, but not recommended for first-time freshmen
Mgmt 246	Completion of G.E. Area A.2 with a grade of “C-” or better
Math 135/130	Math 115 or Math 125 or a passing score on the Math Qualifying
	<b>OR</b> 150A Exam (MQE) or Math department approved exemption
Buad 301	English 101 & Buad 201 with a grade of “C” (2.0) or better or completion of Associates Degree for Transfer (ADT) from a CA Community College
Econ 315 <b>OR</b> 320	Econ 201, Econ 202 and Math 135/130/150A. Corequisites: Buad 301 & ISDS 361A
Fin 320	Acct 201A. Corequisites: Buad 301 & ISDS 361A
ISDS 351	Corequisite: Buad 301
ISDS 361A	Math 135/130/150A. Corequisite: Buad 301
ISDS 361B	ISDS 361A
Mgmt 339	Corequisites: Buad 301 & ISDS 361A
Mgmt 340	G.E. category in Social Sciences. Corequisites: Buad 301 & ISDS 361A
Mktg 351	Buad 301
Mgmt 449*	Buad 301 and all MCBE core courses

### MARKETING COURSES

#### COURSES

#### PREREQUISITES

#### COURSES   PREREQUISITES

Mktg 353*	Buad 301, Mktg 351 & ISDS 361A	Mktg 443*	Mktg 351 & ISDS 361A
Mktg 370*	Buad 301. Corequisite: Mktg 351	Mktg 445*	Mktg 351
Mktg 379*	Buad 301, Mktg 351 & ISDS 361A	Mktg 455*	Mktg 351
Mktg 401*	Buad 201	Mktg 462*	Acctg 201B or Mktg 351
Mktg 405*	Mktg 351	Mktg 465*	Mktg 351
Mktg 415*	Mktg 351	Mktg 475*	Mktg 351
Mktg 425*	Mktg 351	Mktg 485*	Mktg 351
Mktg 430*	Mktg 351	Mktg 489*	Mktg 351, 353, 370, 379 & senior standing

*\*Restricted course not open to pre-business, pre-international business, pre-economics or undeclared students. Please consult the California State University, Fullerton Catalog for a full statement of all requirements and regulations, course descriptions, prerequisites, corequisites and general education requirements. This handout is just a brief summary printed for your convenience.*

**FOUR-YEAR ROADMAP AND CHECKLIST FOR BA IN BUSINESS ADMINISTRATION  
MARKETING CONCENTRATION  
120 units**

The BA in Business Administration can be completed in four years, but to do so requires careful planning and preparation. You must average 15 units (five courses) per semester and you must plan ahead so that you will meet all prerequisites. You can opt to complete courses in the summer or winter session. If you are planning to work, you should adjust your unit load accordingly.

New upper-division transfer students can complete the upper-division requirements in two years provided you have completed at least 60 transferable units, are fully GE certified, and have completed all of the lower-division business core. Start following the roadmap in the fifth semester.

**Year 1**

First Semester

- \_\_GE Area A.2 ENGL 101 (3)
- \_\_Pre-requisite to MATH 130/135/150A (3-4)
- \_\_GE Area C.1 Introduction to Arts (3)
- \_\_GE Area C.2 Introduction to Humanities (3)
- \_\_GE Area C.4 Origins of World Civilization (3)

Second Semester

- \_\_GE Area A.1 Oral Communication (3)
- \_\_GE Area B.4 MATH 130 **OR** MATH 135 **OR** MATH 150A (3-4)
- \_\_GE Area A.3 Critical Thinking (3)
- \_\_GE Area B.1 Physical Science (3)
- \_\_GE Area D.4 American Government (3)

**Year 2**

Third Semester

- \_\_ACCT 201A (3)
- \_\_GE Area D.1 ECON 201 (3)
- \_\_BUAD 201 (3)
- \_\_GE Area D.2 World Civilizations and Cultures (3)
- \_\_GE Area D.3 American History, Institutions and Values (3)

Fourth Semester

- \_\_ACCT 201B (3)
- \_\_ECON 202 (3)
- \_\_MGMT 246 (3)
- \_\_GE Area B.2 + B.3\* Life Science(3) + Laboratory Experience (1)
- \_\_GE Area C.3 and Z (300-400 level)\*\* Explorations in Arts or Humanities and Cultural Diversity (3)

**Year 3**

Fifth Semester

- \_\_BUAD 301 (3)
- \_\_ISDS 361A (3)
- \_\_FIN 320 (3)
- \_\_MKTG 351 (3)
- \_\_GE Area E BUAD 300 (3)

Sixth Semester

- \_\_ISDS 361B (3)
- \_\_ISDS 351 (3)
- \_\_MGMT 339 (3)
- \_\_MKTG 353 (3)
- \_\_MKTG 370 (3)

**Year 4**

Seventh Semester

- \_\_ECON 315 **OR** 320 (3)
- \_\_MGMT 340 (3)
- \_\_MKTG 379 (3)
- \_\_MKTG Elective (3)
- \_\_GE Area B.5, Internship or Free Elective\*\*\* (3)

Eighth Semester

- \_\_MGMT 449 (3)
- \_\_GE Area D.5/Global Business Requirement\*\*\*\*(3)
- \_\_MKTG 489 (3)
- \_\_MKTG Elective (3)
- \_\_Free Elective (3)

## Student Action Plan

### Year 1

- If required, complete all remediation (Math 30A-B, 40, 45, ENGL 99 or 100) by the end of your second semester to avoid Administrative Disqualification.
- Complete MATH 115 or MATH 125 pre-requisite before MATH 130/135/150A, if necessary.
- MATH 130/135/150A must be completed with a C or better.
- Complete General Education (GE) courses in areas A.1, A.2, and A.3 with a C- or better.
- Courses taught by your major department will not count for GE unless specified.
- Visit UH 123B Academic Advising Center to review GE and graduation requirements

### Year 2

- \*B.3 Laboratory Experience can be completed with either GE Area B.1 or B.2.
- \*\*GE Area Z can be double counted with GE Area C.3. Please consult with an Academic Advisor.
- All business core courses must be completed with a C or better.
- Meet with an advisor in the Business Advising Center SGMH 1201 **during the semester you are completing your last lower division core requirements.**
- Declaration of a concentration is required before enrollment in concentration courses.
- For questions regarding concentration and career options visit Mihaylo Career Services and/or a faculty mentor.

### Year 3

- **FILE GRAD CHECK** through your Student Center once you have earned 85 units and are one year from graduation.
- Meet with your assigned faculty mentor each semester.
- Maintain a minimum 2.0 GPA in the Marketing concentration.

### Year 4

- Attend a Live Grad Check Workshop to have your Graduation Check approved.
- \*\*\*If needed, complete a course in B.5 to meet all unit requirements for Area B. You may also consider an internship or free elective to reach 120 units.
- \*\*\*\*ECON 330, 332-336 will satisfy GE Area D.5, an upper-division GE requirement and the Global Business Requirement.
- All business core courses must be completed before taking MGMT 449.
- A minimum of 120 total units must be completed to graduate.

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