

**Lower Division Core (21 units)**

Once you have completed all of the lower division core courses with grades of "C" (2.0) or better, you may declare your concentration online:  
<http://business.fullerton.edu/Programs/Undergraduate/Declare>

REQUIRED COURSES	COURSE TITLE	PREREQUISITES
<input type="checkbox"/> MATH 135*, 130 OR 150A	Business Calculus (3), A Short Course in Calculus (4), Calculus I (4)	*MATH 115 or MATH 125. See University Catalog for pre-requisites for MATH 130 and MATH 150A
<input type="checkbox"/> BUAD 201	Business Writing (3)	ENGL 101 (or equivalent) with grade of "C" or better
<input type="checkbox"/> ACCT 201A	Financial Accounting (3)	None, but not recommended for first-time freshmen
<input type="checkbox"/> ECON 201	Principles of Microeconomics (3)	None
<input type="checkbox"/> ACCT 201B	Managerial Accounting (3)	ACCT 201A
<input type="checkbox"/> ECON 202	Principles of Macroeconomics (3)	None
<input type="checkbox"/> MGMT 246	Business and Its Legal Environment (3)	Completion of GE Area A.2 with grade of "C-" or better

**Upper Division Core (27 units)**

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

REQUIRED COURSES	COURSE TITLE	PREREQUISITES & COREQUISITES
<input type="checkbox"/> BUAD 301	Advanced Business Communication (3)	ENGL 101 & BUAD 201 with grade of "C" or better or completion of Associate Degree for Transfer (AD-T)
<input type="checkbox"/> ISDS 361A	Business Analytics I (3)	MATH 135/130/150A. <i>Corequisite:</i> BUAD 301
<input type="checkbox"/> FIN 320	Financial Management I (3)	ACCT 201A. <i>Corequisites:</i> BUAD 301 & ISDS 361A
<input type="checkbox"/> MKTG 351	Principles of Marketing (3)	<i>Corequisite:</i> BUAD 301
<input type="checkbox"/> ISDS 361B	Business Analytics II (3)	ISDS 361A
<input type="checkbox"/> ISDS 351	Principles of Information Systems (3)	<i>Corequisite:</i> BUAD 301
<input type="checkbox"/> MGMT 339	Managing Operations (3)	<i>Corequisites:</i> BUAD 301 & ISDS 361A
<input type="checkbox"/> MGMT 340	Organizational Behavior (3)	GE in Social Sciences. <i>Corequisites:</i> BUAD 301 & ISDS 361A
<input type="checkbox"/> ECON 315 OR ECON 320*	Intermediate Business Microeconomics (3) OR Intermediate Macroeconomics Analysis (3)	ECON 201, ECON 202 and MATH135/130/150A. <i>*Corequisites:</i> BUAD 301 & ISDS 361A

**Capstone Core Course (3 Units)**

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

REQUIRED COURSE	COURSE TITLE	PREREQUISITES
<input type="checkbox"/> MGMT 449	Seminar in Strategic Management (3)	All upper and lower core business courses completed with a grade of "C" or better

**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*

<input type="checkbox"/> <b>APPROVED COURSES:</b> <u>ECON 330, 332, 333, 334, 335, 336</u> , FIN 370, 371, 373, 375, MGMT 350.
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**Marketing Concentration Requirements (18 Units)**

Once you complete all lower division business core you must declare your concentration to enroll in concentration courses & electives.

REQUIRED COURSES	COURSE TITLE	PREREQUISITES
<input type="checkbox"/> MKTG 353*	Marketing Information Technology (3)	BUAD 301, MKTG 351 & ISDS361A
<input type="checkbox"/> MKTG 370*	Consumer Behavior (3)	BUAD 301, <i>Corequisite:</i> MKTG 351
<input type="checkbox"/> MKTG 379*	Marketing Research Methods (3)	BUAD 301, MKTG 351 & ISDS361A
<input type="checkbox"/> MKTG 489*	Developing Marketing Strategies (3)	MKTG 351, 353, 370, 379 & Senior Standing

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

COURSES	PREREQUISITES	COURSES	PREREQUISITES	COURSES	PREREQUISITES
<input type="checkbox"/> MKTG 401*	BUAD 201	<input type="checkbox"/> MKTG 442*	MKTG 351 "C" or better	<input type="checkbox"/> MKTG 455*	MKTG 351
<input type="checkbox"/> MKTG 405*	MKTG 351	<input type="checkbox"/> MKTG 443*	MKTG 351 & ISDS 361A	<input type="checkbox"/> MKTG 462*	MKTG 351
<input type="checkbox"/> MKTG 415*	MKTG 351	<input type="checkbox"/> MKTG 444*	MKTG 351 & ISDS 361A	<input type="checkbox"/> MKTG 465*	MKTG 351
<input type="checkbox"/> MKTG 425*	MKTG 351	<input type="checkbox"/> MKTG 445*	MKTG 351	<input type="checkbox"/> MKTG 475*	MKTG 351
<input type="checkbox"/> MKTG 430*	MKTG 351	<input type="checkbox"/> MKTG 450*	MKTG 351	<input type="checkbox"/> MKTG 485*	MKTG 351

*\*Pre-business, pre-international business, pre-economics or undeclared students are restricted from concentration coursework. 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 AND CHECKLIST FOR BA IN BUSINESS ADMINISTRATION  
MARKETING CONCENTRATION  
120 units**

**Year 1**

- ✓ Complete MATH 115 or MATH 125 pre-requisite with a C or better before MATH 130/135/150A, if necessary.
- ✓ MATH 130/135/150A must be completed with a C or better.

**Year 2**

- ✓ 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.

**Year 3**

- ✓ **Apply for Graduation (Grad Check)** through your Student Center one year prior to your anticipated graduation date and have earned at least 85 units.
- ✓ Maintain a minimum 2.0 GPA in the concentration.

**Year 4**

- ✓ Attend a Grad Check Workshop to have your Graduation Check approved.
- ✓ Check your cumulative units 120 units are required to graduate.
- ✓ ECON 330, 332-336 will satisfy an upper-division GE requirement and the Global Business Requirement.
- ✓ All business core courses must be completed before taking MGMT 449.

**FOUR-YEAR ROADMAP FOR BA IN BUSINESS ADMINISTRATION  
MARKETING CONCENTRATION**

**2018-2019**

**120 units**

**Year 1**

First Semester

- GE Area A.2 ENGL 101 (3)
- Prerequisite 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.3 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.3 American Government (3)

**Year 2**

Third Semester

- ACCT 201A (3)
- GE Area D.1 ECON 201 **OR** ECON 202 (3)
- BUAD 201 (3)
- GE Area B.2 + B.3 Life Science (3) + Laboratory Experience (1)
- GE Area D.2 American History, Institutions and Values (3)

Fourth Semester

- ACCT 201B (3)
- GE Area D.1 ECON 201 **OR** ECON 202 (3)
- MGMT 246
- GE Area C.4 and Z (300-400 level) Explorations in Arts or Humanities and Cultural Diversity (3)
- BUAD 300 **OR** GE Area E (3)

**Year 3 (Transfer Students Begin Here)**

Fifth Semester

- BUAD 301 (3)
- ISDS 361A (3)
- FIN 320 (3)
- MKTG 351 (3)
- GE Area D.4/ Global Business Requirement: ECON 330, 332, 333, 334, 335, **OR** 336 (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 Implications and Explorations in Mathematics and Natural Sciences (3)

Eighth Semester

- MGMT 449 (3)
- MKTG 489 (3)
- MKTG Elective (3)
- Free Elective to reach 120 total units (3)
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**Notes:**

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