

Lower Division Core (21 units)	Upper Division Core (27 units)
<p>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.</p>	
<p>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</p> <p><input type="checkbox"/> MATH 135 Business Calculus (3) OR MATH 130 Calculus for the Natural Sciences (4) OR MATH 150A Calculus I (4)</p> <p><input type="checkbox"/> BUAD 201 Business Writing (3) <input type="checkbox"/> ACCT 201A Financial Accounting (3) <input type="checkbox"/> ECON 201 Principles of Microeconomics (3) <input type="checkbox"/> ACCT 201B Managerial Accounting (3) <input type="checkbox"/> ECON 202 Principles of Macroeconomics (3) <input type="checkbox"/> MGMT 246 Business and Its Legal Environment (3)</p>	<p>You may complete your upper division core concurrently with your concentration requirements once your concentration is declared.</p> <p><input type="checkbox"/> BUAD 301 Advanced Business Communication (3) <input type="checkbox"/> ISDS 361A Business Analytics I (3) <input type="checkbox"/> MKTG 351 Principles of Marketing (3) <input type="checkbox"/> FIN 320 Financial Management I (3) <input type="checkbox"/> ISDS 351 Principles of Information Systems (3) <input type="checkbox"/> ISDS 361B Business Analytics II (3) <input type="checkbox"/> MGMT 339 Managing Operations (3) <input type="checkbox"/> MGMT 340 Organizational Behavior (3) <input type="checkbox"/> ECON 315 Intermediate Business Microeconomics (3) OR ECON 320 Intermediate Macroeconomics Analysis (3)</p>

Global Business Requirement (3 units)
<p>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. <i>Underlined courses in economics may fulfill general education requirements.</i></p> <p><input type="checkbox"/> APPROVED COURSES: <u>ECON 330, 332, 333, 334, 335, 336</u>, FIN 370, 371, 375, MGMT 350</p>

Approved Practicum Requirement (3 units)
<p>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.</p> <p>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: _____</p>

Marketing & Information Systems Concentration Requirements (24 Units)	
<p>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 All concentration courses must be completed with a "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade.</p>	
REQUIRED COURSES	PREREQUISITES
<input type="checkbox"/> ISDS 402* Database Management Systems (3)	BUAD 301
<input type="checkbox"/> ISDS 406* Systems Analysis and Design (3)	BUAD 301 & ISDS 402
<input type="checkbox"/> ISDS 415* Principles of Business Intelligence (3)	ISDS 402 with grade of "C" or better
<input type="checkbox"/> MKTG 353* Marketing Information Technology (3)	BUAD 301, MKTG 351 & ISDS 361A
<input type="checkbox"/> MKTG 379* Marketing Research Methods (3)	BUAD 301, MKTG 351 & ISDS 361A
<input type="checkbox"/> MKTG 489* Developing Marketing Strategies (3)	MKTG 351, 353, 379 & Senior Standing
<p>Complete 3 units (one course) of elective coursework from the list below:</p> <p><input type="checkbox"/> ISDS/MKTG 443*</p> <p><input type="checkbox"/> ISDS 473*</p> <p><input type="checkbox"/> ISDS 474*</p>	<p>AND</p> <p>Complete 3 units (one course) of elective coursework from the list below:</p> <p><input type="checkbox"/> MKTG 425*</p> <p><input type="checkbox"/> MKTG/ISDS 443*</p> <p><input type="checkbox"/> MKTG 455*</p> <p><input type="checkbox"/> MKTG 465*</p>
<p>You are responsible for meeting all prerequisites and co-requisites as stated in the class schedule NOTE: ISDS/MKTG 443 can be used for either an ISDS elective or Marketing elective, but not both</p>	

Capstone Core Course (3 Units)	
<p>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.</p>	
<p><input type="checkbox"/> MGMT 449* Seminar in Strategic Management (3)</p>	<p>PREREQUISITES: All upper and lower division business core course completed with a grade of "C" or better</p>

**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 and INFORMATION SYSTEMS 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"/> <i>GE Area C.3 & Z OR Practicum²:</i>

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"/> ISDS 351 (3)	<u>Sixth Semester</u> <input type="checkbox"/> ISDS 361B (3) <input type="checkbox"/> <i>GE Area C.3 & Z OR Practicum²:</i> <input type="checkbox"/> MKTG 353 (3) <input type="checkbox"/> ISDS 402 (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"/> ISDS 406 (3)	<u>Eighth Semester</u> <input type="checkbox"/> MGMT 449 ³ (3) <input type="checkbox"/> <u>MKTG 489</u> ⁴ (3) <input type="checkbox"/> ISDS Elective (3) <input type="checkbox"/> ISDS 415 (3) <input type="checkbox"/> GE Area D.4/ Global Business Requirement: ECON 330, 332, 333, 334, 335, OR 336 (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 and MKTG 379 must be completed prior to MKTG 489