

<b>Business Administration Core Courses (48 - 49 units)</b>	
<b>Lower-Division Core (21 - 22 units)</b>	<b>Upper-Division Core (24 units)</b>
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 lower division core, you may declare your concentration online.	You may complete your upper division core along with concentration requirements (if declared).
<b>MATH 135</b> - Business Calculus (3) <b>OR</b> MATH 130 - Calculus for the Natural Sciences (4) <b>OR</b> MATH 150A - Calculus I (4) <b>BUAD 201</b> - Business Writing (3) <b>ACCT 201A</b> - Financial Accounting (3) <b>ECON 201</b> - Principles of Microeconomics (3) <b>ACCT 201B</b> - Managerial Accounting (3) <b>ECON 202</b> - Principles of Macroeconomics (3) <b>MGMT 246</b> - Business and Its Legal Environment (3)	<b>BUAD 301</b> - Advanced Business Communication (3) <b>ISDS 361A</b> - Business Analytics I (3) <b>MKTG 351</b> - Principles of Marketing (3) <b>FIN 320</b> - Financial Management I (3) <b>ISDS 361B</b> - Business Analytics II (3) <b>MGMT 339</b> - Managing Operations (3) <b>MGMT 340</b> - Organizational Behavior (3) <b>ECON 315</b> - Intermediate Business Microeconomics (3) <b>OR ECON 320</b> - Intermediate Macroeconomic Analysis (3)
<b>Capstone Core Course (3 units)</b>	
You may complete your capstone course concurrently with your concentration courses if you meet the pre-requisites. <b>PREREQUISITES:</b> BUAD 301 and all upper and lower division business core courses completed with a grade of "C" or better	
<b>MGMT 449</b> - Seminar in Strategic Management (3)	

<b>Marketing Concentration (27 units)</b>	
Once you complete all lower division business core, you must declare your concentration to enroll in concentration courses and electives.	
Check the University Catalog for specific grade and GPA requirements. You are responsible for meeting all prerequisites and co-requisites as stated in the class schedule.	
<b>Required Courses* (15 units)</b>	<b>Electives* (6 units) choose 2 from the list below:</b>
<b>ISDS 351</b> - Principles of Information Systems (3) <b>MKTG 353</b> - Marketing Information Technology (3) <b>MKTG 370</b> - Consumer Behavior (3) <b>MKTG 379</b> - Marketing Research Methods (3) <b>MKTG 489</b> - Developing Marketing Strategies (3)	MKTG 401      MKTG 442      MKTG 455 MKTG 405      MKTG 443      MKTG 462 MKTG 415      MKTG 444      MKTG 465 MKTG 425      MKTG 445      MKTG 475 MKTG 430      MKTG 450      MKTG 485
<b>Approved Business Practicum Requirement (3 units)</b>	
There are three Practicum pathway options to choose from. The practicum may <b>not</b> double count with concentration or elective courses. For full details, view the Practicum Pathways website. <b>Select one</b> to fulfill your Practicum requirement:	
<b>1) Experiential Learning course</b> - view the Practicum Pathways website for an approved list <b>2) Academic Internship</b> - view the FIN 495 information card <b>3) BUAD 300 - Professional and Career Development</b> - Note: BUAD 300 is only open to students with projected sophomore or Junior standing. Transfer students choosing this option should take BUAD 300 in their first semester	
<b>Global Business Requirement (3 units)</b>	
Complete <b>one</b> 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 double count to fulfill GE Area D.3 requirement.	
<b>APPROVED COURSES:</b> <u>ECON 330, 332, 333, 334, 335, 336</u> , FIN 370, FIN 371, FIN 375, MGMT 350	

*\*Pre-business, pre-international business, pre-economic 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 Bachelor of Arts in Business Administration Marketing Concentration Catalog Year 2023 - 2024

**Bolded** courses should be prioritized and completed in the order listed. You must meet all pre- and co-requisites. Be sure to read any Advising Notes for each year. Students must earn a minimum of 120 units (see your TDA for earned units total)

## Year 1

Semester 1		Semester 2	
Course	Units	Course	Units
<input type="checkbox"/> <b>GE area A.2: ENGL 101</b>	3	<input type="checkbox"/> <b>GE area A.1</b>	3
<input type="checkbox"/> <b>GE area B.4: Pre-requisite to MATH 135</b>	4-5	<input type="checkbox"/> <b>GE area B.4: MATH 135 or 130 or 150A</b>	3-4
<input type="checkbox"/> GE area C.1	3	<input type="checkbox"/> <b>GE area A.3</b>	3
<input type="checkbox"/> GE area C.2	3	<input type="checkbox"/> GE area B.1	3
<input type="checkbox"/> GE area F	3	<input type="checkbox"/> POSC 100	3

### Advising Notes

- ✓ View your Math and English placements in your Student Homepage
- ✓ GE areas A.1, A.2, A.3, & your math requirement should be completed by the end of your first year
- ✓ If you have AP credit for any course, substitute it with a course from the following semester

## Year 2

Semester 3		Semester 4	
Course	Units	Course	Units
<input type="checkbox"/> <b>ACCT 201A</b>	3	<input type="checkbox"/> <b>ACCT 201B</b>	3
<input type="checkbox"/> <b>GE area D.1: ECON 201</b>	3	<input type="checkbox"/> <b>ECON 202</b>	3
<input type="checkbox"/> <b>BUAD 201</b>	3	<input type="checkbox"/> <b>MGMT 246</b>	3
<input type="checkbox"/> GE area B.2 + GE area B.3	3	<input type="checkbox"/> GE area E	3
<input type="checkbox"/> GE area D.2	3	<input type="checkbox"/> Elective to reach 120 units	3

### Advising Notes

- ✓ Conditionally declare your concentration when in progress of the last lower-division business core course(s)

## Year 3 (ADT Transfer Students Begin Here)

Semester 5		Semester 6	
Course	Units	Course	Units
<input type="checkbox"/> <b>BUAD 301</b>	3	<input type="checkbox"/> <b>MKTG 353</b>	3
<input type="checkbox"/> <b>GE area B.5: ISDS 361A</b>	3	<input type="checkbox"/> <b>MKTG 370</b>	3
<input type="checkbox"/> <b>MKTG 351</b>	3	<input type="checkbox"/> MGMT 339	3
<input type="checkbox"/> FIN 320	3	<input type="checkbox"/> ISDS 361B	3
<input type="checkbox"/> GE area C.3/Z	3	<input type="checkbox"/> ISDS 351	3

## Year 4

Semester 7		Semester 8	
Course	Units	Course	Units
<input type="checkbox"/> <b>MKTG 379</b>	3	<input type="checkbox"/> MGMT 449	3
<input type="checkbox"/> ECON 315 or 320	3	<input type="checkbox"/> MKTG 489	3
<input type="checkbox"/> MGMT 340	3	<input type="checkbox"/> Marketing Elective	3
<input type="checkbox"/> Marketing Elective	3	<input type="checkbox"/> Global Business*	3
<input type="checkbox"/> Business Practicum	3	<input type="checkbox"/> GE area D.3	3

### Advising Notes

- ✓ View the Practicum Pathways website for details on each of the Practicum options
- ✓ All lower and upper division business core courses must be completed with "C" or better prior to MGMT 449
- ✓ MKTG 353, MKTG 370, and MKTG 379 must be completed prior to MKTG 489
- ✓ \* You can double-count your Global Business Requirement with GE area D.3 if you choose one course from ECON 330, 332 - 336. If you do, you may need to an elective to reach 120 units