## Lower Division Core (21 units)

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.

- MATH 135 Business Calculus (3)
- OR MATH 130 A Short Course in Calculus (4)
- OR MATH 150A Calculus I (4)
- BUAD 201 Business Writing (3)
- ACCT 201A Financial Accounting (3)
- ISDS 361A Principles of Microeconomics (3)
- ACCT 201B Managerial Accounting (3)
- ECON 202 Principles of Macroeconomics (3)
- MGMT 246 Business and Its Legal Environment (3)

## Upper Division Core (27 units)

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

- BUAD 301 Advanced Business Communication (3)
- BUAD 301 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, 373, 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

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

### PREREQUISITES

- BUAD 301, ISDS 361A, & MKTG 351
- BUAD 301 Co-requisite: MKTG 351
- BUAD 301, ISDS 361A, & MKTG 351
- MKTG 353, MKTG 370, MKTG 379, and senior standing

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.

- MKTG 401*
- MKTG 405*
- MKTG 415*
- MKTG 425*
- MKTG 430*
- MKTG 442*
- MKTG 443*
- MKTG 444*
- MKTG 445*
- MKTG 450*
- MKTG 455*
- MKTG 457*
- MKTG 462*
- MKTG 465*
- MKTG 467*

### 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.

- 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.

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ROADMAP ➔
FOUR-YEAR ROADMAP FOR BA IN BUSINESS ADMINISTRATION
MARKETING CONCENTRATION
Catalog Year 2019 – 2020
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

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ GE Area A.2 ENGL 101 (3)</td>
<td>☐ GE Area A.1 Oral Communication (3)</td>
</tr>
<tr>
<td>☐ GE Area B.4 Prerequisite to MATH 135/130/150A (4-5)</td>
<td>☐ GE Area B.4 MATH 135 OR MATH 130 OR MATH 150A (3-4)</td>
</tr>
<tr>
<td>☐ GE Area C.1 Introduction to Arts (3)</td>
<td>☐ GE Area A.3 Critical Thinking (3)</td>
</tr>
<tr>
<td>☐ GE Area C.2 Introduction to Humanities (3)</td>
<td>☐ GE Area B.1 Physical Science (3)</td>
</tr>
<tr>
<td>☐ GE Area C.1 or C.2¹ (3)</td>
<td>☐ GE Area D.3 American Government (3)</td>
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</table>

### Year 2

<table>
<thead>
<tr>
<th>Third Semester</th>
<th>Fourth Semester</th>
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<tbody>
<tr>
<td>☐ ACCT 201A (3)</td>
<td>☐ ACCT 201B (3)</td>
</tr>
<tr>
<td>☐ GE Area D.1 ECON 201 OR ECON 202 (3)</td>
<td>☐ GE Area D.1 ECON 201 OR ECON 202 (3)</td>
</tr>
<tr>
<td>☐ BUAD 201 (3)</td>
<td>☐ MGMT 246 (3)</td>
</tr>
<tr>
<td>☐ GE Area B.2 + B.3 Life Science (3) + Laboratory Experience (1)</td>
<td>☐ GE Area E Lifelong Learning and Self Development (3)</td>
</tr>
<tr>
<td>☐ GE Area D.2 American History, Institutions &amp; Values (3)</td>
<td>☐ Free Elective to reach 120 total units (3)</td>
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### Year 3 (Transfer Students Begin Here)

<table>
<thead>
<tr>
<th>Fifth Semester</th>
<th>Sixth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ BUAD 301 (3)</td>
<td>☐ ISDS 361B (3)</td>
</tr>
<tr>
<td>☐ ISDS 361A/GE area B.5 Implications and Explorations in Mathematics and Sciences (3)</td>
<td>☐ ISDS 351 (3)</td>
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<tr>
<td>☐ MKTG 351 (3)</td>
<td>☐ MKTG 353 (3)</td>
</tr>
<tr>
<td>☐ FIN 320 (3)</td>
<td>☐ MKTG 370 (3)</td>
</tr>
<tr>
<td>☐ GE Area C.3 &amp; Z OR Practicum²:</td>
<td>☐ MGMT 339 (3)</td>
</tr>
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</table>

### Year 4

<table>
<thead>
<tr>
<th>Seventh Semester</th>
<th>Eighth Semester</th>
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</thead>
<tbody>
<tr>
<td>☐ MGMT 340 (3)</td>
<td>☐ MGMT 449³ (3)</td>
</tr>
<tr>
<td>☐ ECON 315 OR 320 (3)</td>
<td>☐ MGTG 489⁴ (3)</td>
</tr>
<tr>
<td>☐ MKTG 379 (3)</td>
<td>☐ MKTG Elective (3)</td>
</tr>
<tr>
<td>☐ MKTG Elective (3)</td>
<td>☐ GE Area D.4/ Global Business Requirement: ECON 330, 332, 333, 334, 335, OR 336 (3)</td>
</tr>
<tr>
<td>☐ GE Area C.3 &amp; Z OR Practicum²:</td>
<td>☐ Free Elective to reach 120 total units (3)</td>
</tr>
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**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