BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING

Concentration in Marketing
A concentration in Marketing prepares students for career opportunities in business firms, non-profit organizations, or government agencies. The program provides a basic foundation of business concepts and practices, as well as specialized courses in advertising, public relations, retailing, sales, digital marketing, data analytics, branding, new product development and marketing research. Career opportunities can be found within social media marketing, data analytics, sales and sales management, marketing research, product/brand management, retail management, advertising, merchandising, public relations, and non-profit agencies.

All concentration courses must be taken on a letter-grade basis. Students must have a minimum grade point average of 2.0 in all concentration courses.

Bachelor of Science in Business Administration: Concentration in Marketing — 60 units

Prerequisites to Core Courses
In addition to the core course program required of all business majors,

Core Courses for Business Majors (39 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 100</td>
<td>Introduction to Financial Accounting</td>
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Required Core Courses

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<tr>
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</tr>
<tr>
<td>or MATH 110</td>
<td>Business Calculus</td>
<td></td>
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<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
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<tr>
<td>ISYS 263</td>
<td>Introduction to Information Systems (or a passing score on the ISYS 263 CLEP Exam)</td>
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These courses must be completed before enrollment in certain core courses. Most core courses have specific prerequisites that are listed within the course descriptions.

Note: DS 110, ECON 101, and ECON 102 (formerly ECON 100) are acceptable for General Education.

Except in cases of credit by examination, no more than 6 units of the core may be offered toward graduation on a CR/NC basis.

Students must earn a grade of C- or higher in core business courses being used as prerequisites for other core business courses. Students who received grades of D-, D, or D+ before spring 2005 will be given an exception to this rule for any such courses.

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Electives (12 units)
Select four of the following or other courses on advisement:

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<tr>
<td>MKTG 432</td>
<td>Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 433</td>
<td>Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 434</td>
<td>Advertising Theory and Practice</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 436</td>
<td>Retail Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 440</td>
<td>Advertising Creativity and Production</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 441</td>
<td>Business to Business Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 443</td>
<td>Sales Promotion and Publicity</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 469</td>
<td>Digital Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 567</td>
<td>Internship in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 637</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 644</td>
<td>Services Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 647</td>
<td>Organizational Reputation Management and Communication</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 660</td>
<td>Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 675</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 680</td>
<td>International Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 688</td>
<td>New Product Management Seminar</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 689</td>
<td>New Product Marketing and Launch</td>
<td>3</td>
</tr>
</tbody>
</table>

General Education Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course Level</th>
<th>Units</th>
<th>Area Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral</td>
<td>LD</td>
<td>3</td>
<td>A1</td>
</tr>
<tr>
<td>Communication</td>
<td>Written English Communication I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>LD</td>
<td>3</td>
<td>A3</td>
</tr>
</tbody>
</table>
### Bachelor of Science in Business Administration: Concentration in Marketing

2. The following courses are not required for admission, but are required for graduation. Students are strongly encouraged to complete these units before transfer; doing so will provide more flexibility in course selection after transfer.
   - a course in U.S. History
   - a course in U.S. & California Government
   - a 2nd-semester course in written English composition

For information about satisfying the requirements described in (1) and (2) above at a California Community College (CCC), please visit http://www.assist.org. Check any geographically accessible CCCs; sometimes options include more than one college. Use ASSIST to determine:

- Which courses at a CCC satisfy any lower division major requirements for this major, including 2nd-semester composition;

Remedial courses are not transferable and do not apply to the minimum 60 units/90 quarters required for admission.

Additional units for courses that are repeated do not apply to the minimum 60 units required for upper division transfer (for example, if course was not passed on the first attempt, or was taken to earn a better grade).

Before leaving the last California community college of attendance, obtain a summary of completion of lower division General Education units (IGETC or CSU GE Breadth). This is often referred to as a GE certification worksheet. SF State does not require delivery of this certification to Admissions, but students should retain this document for verifying degree progress after transfer.

Credit for Advanced Placement, International Baccalaureate, or College-Level Examination Program courses: AP/IB/CLEP credit is not automatically transferred from the previous institution. Units are transferred only when an official score report is delivered to SF State. Credit is based on the academic year during which exams were taken. Refer to the University Bulletin in effect during the year of AP/IB/CLEP examination(s) for details regarding the award of credit for AP/IB/CLEP.

Students pursuing majors in science, technology, engineering and mathematics (STEM) disciplines often defer 6-9 units of lower division general education in areas C and D until after transfer in order to focus on preparation courses for the major. (This advice does not apply to students pursuing associate degree completion before transfer.)

### Transferring from institutions other than CCCs or CSUs

Review SF State’s lower division General Education requirements. Note that, as described below, the four basic skills courses required for admission meet A1, A2, A3, and B4 in the SF State GE pattern. Courses that fulfill the remaining areas of SF State’s lower division GE pattern are available at most two-year and four-year colleges and universities.

Of the four required basic skills courses, a course in critical thinking (GE A3) may not be widely offered outside the CCC and CSU systems. Students should attempt to identify and take an appropriate course no later than the term of application to the CSU. To review more information about the A3 requirement, please visit http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AAEL.

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### First Time Student Roadmap (4 Year)

This roadmap opens in a new tab. (bulletin.sfsu.edu/colleges/business/marketing/bs-business-administration-concentration-marketing/roadmap.html)

### General Advising Information for Transfer Students

1. Before transfer, complete as many lower division requirements or electives for this major as possible.

### SF State Studies

Courses certified as meeting the SF State Studies requirements may be upper or lower division in General Education (GE), in a major or minor, or an elective.

<table>
<thead>
<tr>
<th>Course</th>
<th>Division</th>
<th>Units</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Ethnic and Racial Minorities (AERM)</td>
<td>LD or UD</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Environmental Sustainability (ES)</td>
<td>LD or UD</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Global Perspectives (GP)</td>
<td>LD or UD</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Social Justice (SJ)</td>
<td>LD or UD</td>
<td>3</td>
<td></td>
</tr>
</tbody>
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Note: LD = Lower Division; UD = Upper Division.

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### Written English Communication II
- **Division:** LD
- **Units:** 3
- **Code:** A4

### Physical Science
- **Division:** LD
- **Units:** 3
- **Code:** B1

### Life Science
- **Division:** LD
- **Units:** 3
- **Code:** B2

### Lab Science
- **Division:** LD
- **Units:** 1
- **Code:** B3

### Mathematics/Quantitative Reasoning
- **Division:** LD
- **Units:** 3
- **Code:** B4

### Arts
- **Division:** LD
- **Units:** 3
- **Code:** C1

### Arts or Humanities
- **Division:** LD
- **Units:** 3
- **Code:** C1 or C2

### Humanities: Literature
- **Division:** LD
- **Units:** 3
- **Code:** C3

### Social Sciences
- **Division:** LD
- **Units:** 3
- **Code:** D1

### Social Sciences: US History
- **Division:** LD
- **Units:** 3
- **Code:** D2

### Social Sciences: US & CA Government
- **Division:** LD
- **Units:** 3
- **Code:** D3

### Lifelong Learning and Self-Development (LLD)
- **Division:** LD or UD
- **Units:** 3
- **Code:** E

### Physical and/or Life Science
- **Division:** UD
- **Units:** 3
- **Code:** UD-B

### Arts and/or Humanities
- **Division:** UD
- **Units:** 3
- **Code:** UD-C

### Social Sciences
- **Division:** UD
- **Units:** 3
- **Code:** UD-D

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Identify and complete a 2nd-semester written English composition course before transfer. This is usually the next course after the typical "freshman comp" course, with a focus on writing, reading and critical analytical skills for academic purposes, and developing skills in composing, revising, and the use of rhetorical strategies.

Waiting until after transfer to take a single course at SF State that meets both US and CA/local government requirements may be an appropriate option, particularly if transferring from outside of California.

All students must meet the transfer eligibility requirements outlined below for admission.
For more information, visit the Undergraduate Admissions section.

- Complete 60 or more transferable semester units or 90 or more quarter units
- Earn a college grade point average of 2.00 or better in all transferable courses. Non-local area residents may be held to a higher GPA standard.
- Be in good standing at the last college or university attended
- Complete 30 semester units (45 quarter units) of general education, including four basic skills courses:
  a. One course in oral communication (same as CSU GE area A1)
  b. One course in written composition (same as CSU GE area A2)
  c. One course in critical thinking (same as CSU GE area A3)
  d. One course in mathematics or quantitative reasoning, with intermediate algebra as a prerequisite (same as CSU GE area B4)
- The four basic skills courses and a minimum of 60 transferable semester units (90 quarter units) must be completed by the spring semester prior to fall admission, or by the fall semester prior to spring admission. Earn a "C" or better grade in each basic skills course.