

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING - QUANTITATIVE REASONING CATEGORY I/II AND STRETCH ENGLISH

120 Total Units Required

Minimum Number of Units in the Major: 60

Course	Title	Units
First Semester		
ECON 101	Introduction to Microeconomic Analysis (Major Prerequisite, D1)	3
ENG 104	Writing the First Year: Finding Your Voice Stretch I ¹	3
GE Area A ²		3
GE Area C		3
GE Area D		3
	Units	15
Second Semester		
ECON 102	Introduction to Macroeconomic Analysis (Major Core, D1)	3
ENG 105	Writing the First Year: Finding Your Voice Stretch II (A2) ¹	3
MATH 110 or DS 110	Business Calculus (Major Prerequisite, B4) ³ or Calculus with Business Applications	3
GE Area A		3
GE Area C		3
	Units	15
Third Semester		
ACCT 100	Introduction to Financial Accounting (Major Core)	3
ISYS 263	Introduction to Information Systems (Major Prerequisite)	3
GE Area B: Physical Science (B1) and Laboratory Science (B3) ⁴		3-4
GE Area C		3
GE Area E		3
	Units	15-16

Fourth Semester		
ACCT 101	Introduction to Managerial Accounting (Major Core)	3
Select One (Major Core):		3
DS 212	Business Statistics I (Prerequisite for DS 412, FIN 350)	
MATH 124	Elementary Statistics (B4) ³	
ISED 160	Data Analysis in Education (B4) ³	
GE Area B: Life Science (B2) and Laboratory Science (B3) ⁴		3-4
GE Area D		3
SF State Studies or University Elective		3
	Units	15-16
Fifth Semester		
BUS 300GW	Business Communication for Professionals - GWAR (Major Core)	3
FIN 350	Business Finance (Major Core)	3
MKTG 431	Principles of Marketing (Major Core)	3
GE Area UD-B: Upper-Division Physical and/or Life Sciences (Consider SF State Studies Course)		3
GE Area UD-C: Upper-Division Arts and/or Humanities (Consider SF State Studies Course)		3
	Units	15
Sixth Semester		
IBUS 330	International Business and Multicultural Relations (Major Core, UD-D, GP)	3
ISYS 363 or ACCT 307	Information Systems for Management (Major Core) or Accounting Information Systems	3
MGMT 405	Introduction to Management and Organizational Behavior (Major Core)	3
MKTG 632	Marketing Research (Major Concentration)	3
MKTG 633	Consumer Behavior (Major Concentration)	3
	Units	15

Seventh Semester

BUS 682	Seminar on Business and Society (Major Core)	3
DS 412	Operations Management (Major Core)	3
MKTG 649	Marketing Management (Major Core)	3
Major Elective (12 Units Total) - Take Two ⁵		6
Units		15

Eighth Semester

BUS 690	Seminar in Business Policy and Strategic Management (Major Core)	3
Major Elective (12 Units Total) - Take Two ⁵		6
<u>SF State Studies or University Elective - Take Two</u>		6
Units		15
Total Units		120-122

¹ ENG 114 can only be taken if you complete Directed Self-Placement (DSP) and select ENG 114; if you choose ENG 104/ENG 105 through DSP you will satisfy A2 upon successful completion of ENG 105 in the second semester; multilingual students may be advised into alternative English courses.

² To avoid taking additional units, it is recommended that you meet **SF State Studies** requirements (AERM, GP, ES, SJ) within your GE.

³ Depending on courses completed through Early Start, students in Pathway/Category III or IV may be required to enroll in a support course to complement their Quantitative Reasoning/B4 requirement. There are multiple course options for this pathway. Before enrolling in a B4 course, students should verify their MATH Pathway/Category in their [Student Center](#). Information regarding the courses that correspond with your MATH Pathway/Category can be found on the [Developmental Studies Office Website](#).

⁴ Consider taking a class combined with a laboratory or a separate lab to fulfill B3 if not already satisfied.

⁵ **Electives (12 units)**

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