# Bachelor of Science in Business Administration: Concentration in Marketing - Quantitative Reasoning Category III/IV and Stretch English

120 Total Units Required  
Minimum Number of Units in the Major: 60  

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

### Course Title Units

#### First Semester
- **ENG 104**  
  Writing the First Year: Finding Your Voice Stretch I  
  3  
- **MATH 107**  
  Mathematics for Business Calculus I  
  3  
- **GE Area A**  
  3  
- **GE Area C**  
  3  
- **GE Area D**  
  3  

**Units**: 15  

#### Second Semester
- **ECON 101**  
  Introduction to Microeconomic Analysis (Major Prerequisite, D1)  
  3  
- **ENG 105**  
  Writing the First Year: Finding Your Voice Stretch II (A2)  
  3  
- **MATH 108**  
  Mathematics for Business Calculus II (B4)  
  3  
- **GE Area A**  
  3  
- **GE Area B: Life Science (B2) and Laboratory Science (B3)**  
  3-4  

**Units**: 15-16  

#### Third Semester
- **ACCT 100**  
  Introduction to Financial Accounting (Major Core)  
  3  
- **ECON 102**  
  Introduction to Macroeconomic Analysis (Major Core, D1)  
  3  
- **ISYS 263**  
  Introduction to Information Systems (Major Prerequisite)  
  3  
- **GE Area B: Physical Science (B1) and Laboratory Science (B3)**  
  3-4  

#### Fourth Semester
- **ACCT 101**  
  Introduction to Managerial Accounting (Major Core)  
  3  
- **Select One (Major Core):**  
  - **DS 212**  
    Business Statistics I  
  - **MATH 124**  
    Elementary Statistics (B4)  
  - **ISED 160**  
    Data Analysis in Education (B4)  

- **GE Area C - Take Two**  
  6  
- **GE Area D**  
  3  

**Units**: 15  

#### 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  
- **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  
- **Select One (Major Core):**  
  - **ACCT 307**  
    Accounting Information Systems  
  - **ISYS 363**  
    Information Systems for Management  

**Units**: 15
Bachelor of Science in Business Administration: Concentration in Marketing - Quantitative Reasoning Category III/IV and Stretch English

Seventh Semester

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>BUS 682</td>
<td>Seminar on Business and Society (Major Core)</td>
<td>3</td>
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<td>DS 412</td>
<td>Operations Management (Major Core)</td>
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<td>MKTG 649</td>
<td>Marketing Management (Major Core)</td>
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Major Elective (12 Units Total) - Take Two

Eighth Semester

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<tr>
<th>Course</th>
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<th>Units</th>
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<tbody>
<tr>
<td>BUS 690</td>
<td>Seminar in Business Policy and Strategic Management (Major Core)</td>
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Major Elective (12 Units Total) - Take Two

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<th>Course</th>
<th>Units</th>
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<tr>
<td>Electives (12 units)</td>
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<tr>
<td>MKTG 432 Public Relations (3 units)</td>
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<td>MKTG 433 Personal Selling (3 units)</td>
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<td>MKTG 434 Advertising Theory and Practice (3 units)</td>
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<td>MKTG 436 Retail Management (3 units)</td>
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<td>MKTG 440 Advertising Creativity and Production (3 units)</td>
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<td>MKTG 441 Business to Business Marketing (3 units)</td>
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<td>MKTG 443 Sales Promotion and Publicity (3 units)</td>
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<td>MKTG 469 Digital Marketing (3 units)</td>
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<td>MKTG 567 Internship in Marketing (3 units)</td>
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<td>MKTG 637 Sales Management (3 units)</td>
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<td>MKTG 644 Services Marketing (3 units)</td>
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<tr>
<td>MKTG 647 Organizational Reputation Management and Communication (3 units)</td>
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<td>MKTG 660 Marketing Analytics (3 units)</td>
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<td>MKTG 675 Brand Management (3 units)</td>
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<td>MKTG 680 International Marketing Management (3 units)</td>
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<td>MKTG 688 New Product Management Seminar (3 units)</td>
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<tr>
<td>MKTG 689 New Product Marketing and Launch (3 units)</td>
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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 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 (http://cms.sfsu.edu/content/student-center/). Information regarding the courses that correspond with your MATH Pathway/Category can be found on the Developmental Studies Office Website (http://developmentalstudies.sfsu.edu/). MATH 107 and MATH 108 satisfy all requirements met by DS 110 and MATH 110.

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

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