# Bachelor of Science in Business Administration: Concentration in Marketing Roadmap

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Semester</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE Area A: Written English Communication (A2)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE Area C: Arts (C1) or Humanities (C2)</td>
<td>3</td>
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</tr>
<tr>
<td>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</td>
<td>3</td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td><strong>15</strong></td>
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<tr>
<td><strong>Second Semester</strong></td>
<td></td>
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<tr>
<td>ECON 102</td>
<td>Introduction to Macroeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MATH 110 or DS 110</td>
<td>Business Calculus or Calculus with Business Applications</td>
<td>3</td>
</tr>
<tr>
<td>GE Area A: Oral Communication (A1) or Critical Thinking (A3)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE Area A: Written English Communication II (A4) or Written English Communication II Stretch II</td>
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<tr>
<td>GE Area C: Arts (C1)</td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td><strong>15</strong></td>
</tr>
<tr>
<td><strong>Third Semester</strong></td>
<td></td>
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<tr>
<td>ACCT 100</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ISYS 263</td>
<td>Introduction to Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>GE Area A: Written English Communication II (A4) if not already satisfied</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>or SF State Studies or University Elective</td>
<td></td>
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<tr>
<td>GE Area B: Physical Science (B1) and Laboratory Science (B3)</td>
<td>3-4</td>
<td></td>
</tr>
<tr>
<td>GE Area C: Humanities: Literature (C3)</td>
<td>3</td>
<td></td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td><strong>15-16</strong></td>
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<tr>
<td><strong>Fourth Semester</strong></td>
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<tr>
<td>ACCT 101</td>
<td>Introduction to Managerial Accounting</td>
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<tr>
<td>Select One:</td>
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<tr>
<td>DS 212</td>
<td>Business Statistics I</td>
<td>3</td>
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<tr>
<td>MATH 124</td>
<td>Elementary Statistics</td>
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<tr>
<td>ISED 160</td>
<td>Data Analysis in Education</td>
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<tr>
<td><strong>GE Area B: Life Science (B2) and Laboratory Science (B3)</strong></td>
<td><strong>3-4</strong></td>
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<tr>
<td><strong>GE Area D: U.S. History (D2) or U.S. and California Government (D3)</strong></td>
<td><strong>3</strong></td>
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<tr>
<td>SF State Studies or University Elective</td>
<td><strong>3</strong></td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td><strong>15-16</strong></td>
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<tr>
<td><strong>Fifth Semester</strong></td>
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<tr>
<td>BUS 300GW</td>
<td>Business Communication for Professionals - GWAR</td>
<td><strong>3</strong></td>
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<tr>
<td>FIN 350</td>
<td>Business Finance</td>
<td><strong>3</strong></td>
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<tr>
<td>MKTG 431</td>
<td>Principles of Marketing</td>
<td><strong>3</strong></td>
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<tr>
<td>GE Area UD-C: Upper Division Arts and/or Humanities (Consider SF State Studies Course)</td>
<td><strong>3</strong></td>
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<tr>
<td>SF State Studies or University Elective</td>
<td><strong>3</strong></td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td><strong>15</strong></td>
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<tr>
<td><strong>Sixth Semester</strong></td>
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<tr>
<td>IBUS 330</td>
<td>International Business and Multicultural Relations</td>
<td><strong>3</strong></td>
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<tr>
<td>ISYS 363</td>
<td>Information Systems for Management</td>
<td><strong>3</strong></td>
</tr>
<tr>
<td>MGMT 405</td>
<td>Introduction to Management and Organizational Behavior</td>
<td><strong>3</strong></td>
</tr>
<tr>
<td>MKTG 632</td>
<td>Marketing Research</td>
<td><strong>3</strong></td>
</tr>
<tr>
<td>MKTG 633</td>
<td>Consumer Behavior</td>
<td><strong>3</strong></td>
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<tr>
<td><strong>Units</strong></td>
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<td><strong>15</strong></td>
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<tr>
<td><strong>Seventh Semester</strong></td>
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<tr>
<td>BUS 682</td>
<td>Seminar on Business and Society</td>
<td><strong>3</strong></td>
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<tr>
<td>DS 412</td>
<td>Operations Management</td>
<td><strong>3</strong></td>
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<tr>
<td>MKTG 649</td>
<td>Marketing Management</td>
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<tr>
<td>Major Elective – 12 Units Total</td>
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<tr>
<td>GE Area UD-B: Upper Division Physical and/or Life Sciences (Consider SF State Studies Course)</td>
<td><strong>3</strong></td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td><strong>15</strong></td>
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<tr>
<td><strong>Eighth Semester</strong></td>
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<tr>
<td>BUS 690</td>
<td>Seminar in Business Policy and Strategic Management</td>
<td><strong>3</strong></td>
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<tr>
<td>Major Elective – 12 Units Total</td>
<td><strong>9</strong></td>
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<tr>
<td>SF State Studies or University Elective</td>
<td><strong>3</strong></td>
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<tr>
<td><strong>Units</strong></td>
<td></td>
<td><strong>15</strong></td>
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<tr>
<td><strong>Total Units</strong></td>
<td></td>
<td><strong>120-122</strong></td>
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</tbody>
</table>

1. To avoid taking additional units, it is recommended that you meet LLD and SFSU Studies requirements (AERM, GP, ES, SJ) within your GE
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.

Depending on courses completed through Early Start, students in Pathway/Category 3 or 4 may be required to enroll in a stretch format for MATH 110 (MATH 107 in Fall 2018 and MATH 108 in Spring 2019). 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).

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

**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)