BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING – BUSINESS ADMINISTRATION ASSOCIATE DEGREE FOR TRANSFER (ADT) WITH 15 LOWER-DIVISION UNITS ROADMAP

This is a sample pathway for students who transfer to San Francisco State University in the current Bulletin year with an AS-T in Business Administration (VERSION 2.0, established Spring 2021). 15 units in the major [ACCT 100/ACCT 101, DS 212, ECON 101/ECON 102] and all lower-division GE requirements have been satisfied. Additional units in the major may have been satisfied. Check with a major advisor about the most appropriate course sequence. Degree completion guaranteed in 60 units; see the Associate Degree for Transfer (ADT) section for more information (http://bulletin.sfsu.edu/undergraduate-admissions/transfer-students/).

To Do at SF State:

Enough total units to reach 120 minimum for graduation; 30 units minimum at the upper-division level; to include the following:

University-Wide Requirements: 9-15 units

- American Institutions (0–6 units): US History, US Government, California State and Local Government requirements if not met pre-transfer.
- Upper-Division GE Areas B, C, and D (9 units): Courses required for the major may double-count if approved for UD GE.
- Students entering the major with the AS-T in Business Administration with a concentration in Marketing are not required to fulfill SF State Studies requirements.

BS in Business Administration: Concentration in Marketing major: 48-54 units

ACCT 100/ACCT 101, DS 212, ECON 101/ECON 102 met in transfer.

- Prerequisites (0-6 units): DS 110 or MATH 110 and ISYS 263 if not met in transfer.
- Upper-division core courses for Business majors (27 units)
- Concentration (21 units) – MKTG 632, MKTG 633, MKTG 649; and four Concentration Electives

University Electives: 0 or more units

Depends on course choices made at the community college, how transferred units are applied to the requirements above, and course choices at SF State - some courses may meet more than one requirement, e.g. in both UD GE and in the major.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 300GW</td>
<td>Business Communication for Professionals - GWAR (Major Core)</td>
<td>3</td>
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<tr>
<td>FIN 350</td>
<td>Business Finance (Major Core)</td>
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<tr>
<td>ISYS 263</td>
<td>Introduction to Information Systems (Major Prerequisite)</td>
<td>3</td>
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<tr>
<td>MKTG 431</td>
<td>Principles of Marketing (Major Core)</td>
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<tr>
<td>Select One (Major Prerequisite, B4):</td>
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<tr>
<td>DS 110</td>
<td>Calculus with Business Applications</td>
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<td>MATH 110</td>
<td>Business Calculus</td>
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<tr>
<td>Second Semester</td>
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<tr>
<td>DS 412</td>
<td>Operations Management (Major Core)</td>
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<tr>
<td>ISYS 363</td>
<td>Information Systems for Management (Major Core)</td>
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<td>MKTG 632</td>
<td>Marketing Research (Major Concentration)</td>
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<td>MKTG 633</td>
<td>Consumer Behavior (Major Concentration)</td>
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<tr>
<td>Select One (UD-C, USH, USG/CSLG):</td>
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<tr>
<td>HIST 470</td>
<td>The U.S. Constitution to 1896 (AERM, SJ)</td>
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<tr>
<td>HIST 471</td>
<td>The U.S. Constitution Since 1896 (AERM, SJ)</td>
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<td>Third Semester</td>
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<tr>
<td>MKTG 649</td>
<td>Marketing Management (Major Concentration)</td>
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<tr>
<td>MGMT 405</td>
<td>Introduction to Management and Organizational Behavior (Major Core)</td>
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<tr>
<td>Major Concentration Elective (12 Units Total) - Take Two</td>
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<td>6</td>
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<tr>
<td>GE Area UD-B: Upper-Division Physical and/or Life Sciences</td>
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<tr>
<td>Fourth Semester</td>
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<tr>
<td>BUS 682</td>
<td>Seminar on Business and Society (Major Core)</td>
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<td>Course Code</td>
<td>Course Title</td>
<td>Units</td>
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<tr>
<td>BUS 690</td>
<td>Seminar in Business Policy and Strategic Management (Major Core)</td>
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<td>IBUS 330</td>
<td>International Business and Multicultural Relations (Major Core)</td>
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<td><strong>Major Concentration Elective (12 Units Total) - Take Two</strong></td>
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<tr>
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<td><strong>Units</strong></td>
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<td><strong>Total Units</strong></td>
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1 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 569 Digital Marketing Integration (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)