BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING – BUSINESS ADMINISTRATION ASSOCIATE DEGREE FOR TRANSFER (ADT) WITH 18 LOWER-DIVISION UNITS (2021) 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). 18 units in the major [ACCT 100/ACCT 101, DS 110, 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: 48-51 units
ACCT 100/ACCT 101, DS 110, DS 212, ECON 101/ECON 102 met in transfer.
- Prerequisites (0-3 units): 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: 3 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.

Course | First Semester | Title | Units
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BUS 300GW | Business Communication for Professionals - GWAR (Major Core) | 3
FIN 350 | Business Finance (Major Core) | 3
ISYS 263 | Introduction to Information Systems (Major Prerequisite) | 3
MGMT 405 | Introduction to Management and Organizational Behavior (Major Core) | 3
MKTG 431 | Principles of Marketing (Major Core) | 3

Units 15

Second Semester
| DS 412 | Operations Management (Major Core) | 3
| ISYS 363 | Information Systems for Management (Major Core) | 3
| MKTG 632 | Marketing Research (Major Concentration) | 3
| MKTG 633 | Consumer Behavior (Major Concentration) | 3
| Select One (UD-C, USH, USG/CSDLG): | The U.S. Constitution to 1896 (AERM, SJ) | 3
| HIST 470 | The U.S. Constitution to 1896 (AERM, SJ) | 3
| HIST 471 | The U.S. Constitution Since 1896 (AERM, SJ) | 3

Units 15

Third Semester
| IBUS 330 | International Business and Multicultural Relations (Major Core, UD-D) | 3
| MKTG 649 | Marketing Management (Major Concentration) | 3
| Major Concentration Elective (12 Units Total) - Take Two | | 6
| GE Area UD-B: Upper-Division Physical and/or Life Sciences | | 3

Units 15

Fourth Semester
| BUS 682 | Seminar on Business and Society (Major Core) | 3
BUS 690  
Seminar in Business Policy and Strategic Management (Major Core)  

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<th>Major Concentration Elective (12 Units Total) - Take Two</th>
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<td>University Elective</td>
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Units  

Total Units  

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)