

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING

## Concentration in Marketing

A concentration in Marketing prepares students for career opportunities in business firms, non-profit organizations, or government agencies. The program provides a basic foundation of business concepts and practices, as well as specialized courses in advertising, public relations, retailing, sales, digital marketing, data analytics, branding, new product development, and marketing research. Career opportunities can be found within social media marketing, data analytics, sales and sales management, marketing research, product/brand management, retail management, advertising, merchandising, public relations, and non-profit agencies.

All concentration courses must be taken on a letter-grade basis. Students must have a minimum grade point average of 2.0 in all concentration courses.

## Program Learning Outcomes

- a. Students have basic competencies in business-related disciplines.
  - i. Students will demonstrate the discipline-based knowledge in accounting, economics, finance, information systems, international business, management, marketing, operations, and statistics.
  - ii. Students will demonstrate the ability to integrate the knowledge of different functional areas into effective business solutions.
- b. Students demonstrate effective communication skills.
  - i. Students will create well-written documents on a business topic;
  - ii. Students will deliver an effective oral presentation on a business topic.
- c. Students demonstrate the ability to analyze business situations.
  - i. Students will solve business problems using appropriate quantitative and analytical techniques and technologies;
  - ii. Students will demonstrate the ability to identify and analyze alternatives in a business context;
  - iii. Students will demonstrate the ability to articulate and defend a course of action.
- d. Students develop team skills that facilitate achievement of organizational goals.
  - i. Students will work effectively in culturally and ethnically diverse teams demonstrated by the ability to contribute to the team's performance, interact positively with teammates, keep the team on track, maintain high standards for team performance, and by having the necessary knowledge, skills, and abilities to help the team succeed.
- e. Students understand the ethical issues related to the operation of business, including sustainability.
  - i. Students will identify key concepts in business ethics;
  - ii. Students will recognize the ethical dilemmas in specific business cases;
  - iii. Students will analyze how ethical issues can affect the interests of different stakeholders;
- iv. Students will propose a business solution to the ethical dilemmas;
- v. Students will be aware of sustainability issues in business.
- f. Students understand the issues related to the operation of global business.
  - i. Students will recognize the relevant global issues including legal, political, social, and cultural factors in specific management situations;
  - ii. Students will analyze the impact of global issues such as legal, political, social, and cultural factors in specific management situations;
  - iii. Students will demonstrate the ability to propose business solutions based on the analysis of global issues, including legal, political, social, and cultural factors.

## Bachelor of Science in Business Administration: Concentration in Marketing – 69 Units Minimum

Except in cases of credit by examination, no more than 6 units of the core may be completed on a CR/NC basis.

Students must earn a grade of C- or higher in core Business courses required as prerequisites for other core Business courses.

All concentration courses must be taken on a letter-grade basis. Students must have a minimum grade point average of 2.0 in all concentration courses.

### Prerequisites Courses (9-12 units)

Code	Title	Units
Select One:		
DS 110	Calculus with Business Applications	3-6
MATH 107 & MATH 108	Mathematics for Business Calculus I and Mathematics for Business Calculus II	
MATH 110	Business Calculus	
ECON 101	Introduction to Microeconomic Analysis	3
ISYS 263	Introduction to Information Systems	3

or a passing score on the ISYS 263 CLEP Exam

These courses must be completed before enrollment in certain core courses. Most core courses have specific prerequisites that are listed within the course descriptions.

**Note:** DS 110, ECON 101, and ECON 102 (formerly ECON 100) fulfill General Education requirements.

### Core Requirements (39 units)

Code	Title	Units
ACCT 100	Introduction to Financial Accounting	3
ACCT 101	Introduction to Managerial Accounting	3
Select One:		
BUS 300GW	Business Communication for Professionals - GVAR	
DS 660GW	Communications for Business Analytics - GVAR	
BUS 682	Seminar on Business and Society <sup>1</sup>	3
BUS 690	Seminar in Business Policy and Strategic Management <sup>1</sup>	3
Select One:		
DS 212	Business Statistics I	3

MATH 124	Elementary Statistics	
DS 412	Operations Management	3
ECON 102	Introduction to Macroeconomic Analysis	3
FIN 350	Business Finance	3
IBUS 330	International Business and Multicultural Relations	3
ISYS 363	Information Systems for Management	3
MGMT 405	Introduction to Management and Organizational Behavior	3
MKTG 431	Principles of Marketing	3

<sup>1</sup> Course must be taken for a letter grade.

### Concentration Requirements (9 units)

Code	Title	Units
MKTG 632	Marketing Research	3
MKTG 633	Consumer Behavior	3
MKTG 649	Marketing Management	3

### Electives (12 units)

Code	Title	Units
Select four of the following or other courses on advisement:		
MKTG 432	Public Relations	3
MKTG 433	Personal Selling	3
MKTG 434	Advertising Theory and Practice	3
MKTG 436	Retail Management	3
MKTG 440	Advertising Creativity and Production	3
MKTG 441	Business-to-Business Marketing	3
MKTG 443	Sales Promotion and Publicity	3
MKTG 469	Digital Marketing	3
MKTG 567	Internship in Marketing	3
MKTG 569	Digital Marketing Integration	3
MKTG 637	Sales Management	3
MKTG 644	Services Marketing	3
MKTG 647	Organizational Reputation Management and Communication	3
MKTG 660	Marketing Analytics	3
MKTG 675	Brand Management	3
MKTG 680	International Marketing Management	3
MKTG 688	New Product Management Seminar	3
MKTG 689	New Product Marketing and Launch	3

### General Education Requirements

Requirement	Course Level	Units	Area Designation
Oral Communication	LD	3	A1
Written English Communication	LD	3	A2
Critical Thinking	LD	3	A3
Physical Science	LD	3	B1
Life Science	LD	3	B2
Lab Science	LD	1	B3
Mathematics/Quantitative Reasoning	LD	3	B4

Arts	LD	3	C1
Humanities	LD	3	C2
Arts or Humanities	LD	3	C1 or C2
Social Sciences	LD	3	D1
Social Sciences: US History	LD	3	D2
Lifelong Learning and Self-Development (LLD)	LD	3	E
Ethnic Studies	LD	3	F
Physical and/or Life Science	UD	3	UD-B
Arts and/or Humanities	UD	3	UD-C
Social Sciences	UD	3	UD-D

#### SF State Studies

Courses certified as meeting the SF State Studies requirements may be upper or lower division in General Education (GE), a major or minor, or an elective.

American Ethnic and Racial Minorities	LD or UD	3	AERM
Environmental Sustainability	LD or UD	3	ES
Global Perspectives	LD or UD	3	GP
Social Justice	LD or UD	3	SJ

Note: LD = Lower-Division; UD = Upper-Division.

### First-Time Student Roadmap (4 Year)

- The roadmaps presented in this Bulletin are intended as suggested plans of study and do not replace meeting with an advisor. For a more personalized roadmap, please use the Degree Planner (<https://registrar.sfsu.edu/degreeplanner/>) tool found in your Student Center.
- In order to choose your English Composition A2 course and your QR/Math B4 course, please complete the online advising activities at [writingadvising.sfsu.edu](https://writingadvising.sfsu.edu) (<https://writingadvising.sfsu.edu>) and [mathadvising.sfsu.edu](https://mathadvising.sfsu.edu). Questions? Contact Gator Smart Start (<https://gatorsmartstart.sfsu.edu>).

First-Time Student Roadmap (<http://bulletin.sfsu.edu/colleges/business/marketing/bs-business-administration-concentration-marketing/roadmap-i-ii-eng/>)

### Transfer Student Roadmaps

For students with an AS-T in **Business Administration** with 18 units in the major satisfied.  
Roadmap with 18 Lower-Division Units (<http://bulletin.sfsu.edu/colleges/business/marketing/bs-business-administration-concentration-marketing/adt18-roadmap/>)

For students with an AS-T in **Business Administration** with 15 units in the major satisfied.

[Roadmap with 15 Lower-Division Unit \(http://bulletin.sfsu.edu/colleges/business/marketing/bs-business-administration-concentration-marketing/adt15-roadmap/\)](http://bulletin.sfsu.edu/colleges/business/marketing/bs-business-administration-concentration-marketing/adt15-roadmap/)

## General Advising Information for Transfer Students

- a. Before transfer, complete as many lower-division requirements or electives for this major as possible.
- b. The following courses are not required for admission but are required for graduation. Students are strongly encouraged to complete these units before transfer; doing so will provide more flexibility in course selection after transfer.
  - a course in U.S. History
  - a course in U.S. & California Government

For information about satisfying the requirements described in (1) and (2) above at a California Community College (CCC), please visit <http://www.assist.org> (<http://assist.org>). Check any geographically accessible CCCs; sometimes options include more than one college. Use ASSIST to determine:

- Which courses at a CCC satisfy any lower-division major requirements for this major;
- Which courses at a CCC satisfy CSU GE, US History, and US & CA Government requirements.

Remedial courses are not transferable and do not apply to the minimum 60 semester units/90 quarter units required for admission.

Additional units for courses that are repeated do not apply to the minimum 60 units required for upper-division transfer (for example, if a course was not passed on the first attempt or was taken to earn a better grade).

Before leaving the last California Community College of attendance, obtain a summary of completion of lower-division General Education units (IGETC or CSU GE Breadth). This is often referred to as a GE certification worksheet. SF State does not require delivery of this certification to Admissions, but students should retain this document for verifying degree progress after transfer.

Credit for Advanced Placement, International Baccalaureate, or College-Level Examination Program courses: AP/IB/CLEP credit is not automatically transferred from the previous institution. Units are transferred only when an official score report is delivered to SF State. Credit is based on the academic year during which exams were taken. Refer to the University Bulletin in effect during the year of AP/IB/CLEP examination(s) for details regarding the award of credit for AP/IB/CLEP.

Students pursuing majors in science, technology, engineering, and mathematics (STEM) disciplines often defer 6-9 units of lower-division General Education in Areas C and D until after transfer to focus on preparation courses for the major. This advice does not apply to students pursuing associate degree completion before transfer.

## Transferring From Institutions Other Than CCCs or CSUs

Review SF State's lower-division General Education requirements. Note that, as described below, the four basic skills courses required for admission meet A1, A2, A3, and B4 in the SF State GE pattern. Courses

that fulfill the remaining areas of SF State's lower-division GE pattern are available at most two-year and four-year colleges and universities.

Of the four required basic skills courses, a course in critical thinking (A3) may not be widely offered outside the CCC and CSU systems. Students should attempt to identify and take an appropriate course no later than the term of application to the CSU. To review more information about the A3 requirement, please visit [bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AAEL](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AAEL).

Waiting until after transfer to take a single course at SF State that meets both US and CA/local government requirements may be an appropriate option, particularly if transferring from outside of California.