

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING ROADMAP – QUANTITATIVE REASONING CATEGORY III/IV AND STRETCH ENGLISH

120 Total Units Required  
Minimum Number of Units in the Major: 69

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
<b>First Semester</b>		
ENG 104	Writing the First Year. Finding Your Voice Stretch I <sup>1</sup>	3
MATH 107	Mathematics for Business Calculus I <sup>2</sup>	3
GE Area A <sup>3</sup>		3
GE Area C		3
GE Area D: U.S. History (D2)		3
<b>Units</b>		<b>15</b>
<b>Second Semester</b>		
ECON 101	Introduction to Microeconomic Analysis (Major Prerequisite, D1)	3
ENG 105	Writing the First Year. Finding Your Voice Stretch II (A2) <sup>1</sup>	3
MATH 108	Mathematics for Business Calculus II (B4) <sup>2</sup>	3
GE Area A		3
GE Area B: Life Science (B2) and Laboratory Science (B3) <sup>4</sup>		3-4
<b>Units</b>		<b>15-16</b>
<b>Third Semester</b>		
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) <sup>4</sup>		3-4
GE Area E		3
<b>Units</b>		<b>15-16</b>
<b>Fourth Semester</b>		
ACCT 101	Introduction to Managerial Accounting (Major Core)	3
Select One (Major Core):		3
DS 212	Business Statistics I	
MATH 124	Elementary Statistics (B4) <sup>2</sup>	
GE Area C - Take Two		6
GE Area F <sup>±</sup>		3
<b>Units</b>		<b>15</b>
<b>Fifth Semester</b>		
BUS 300GW	Business Communication for Professionals - GVAR (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
<b>Units</b>		<b>15</b>
<b>Sixth Semester</b>		
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):		3
ACCT 307	Accounting Information Systems	
ISYS 363	Information Systems for Management	
<b>Units</b>		<b>15</b>

**Seventh Semester**

BUS 682	Seminar on Business and Society (Major Core)	3
DS 412	Operations Management (Major Core)	3
MKTG 649	Marketing Management (Major Core)	3
Major Elective (12 Units Total) - Take Two <sup>5</sup>		6

**Units 15**

**Eighth Semester**

BUS 690	Seminar in Business Policy and Strategic Management (Major Core)	3
Major Elective (12 Units Total) - Take Two <sup>5</sup>		6
U.S. and California Government ( <a href="http://bulletin.sfsu.edu/undergraduate-education/american-institutions/#usg">http://bulletin.sfsu.edu/undergraduate-education/american-institutions/#usg</a> )		3
SF State Studies or University Elective		3

**Units 15**

**Total Units 120-122**

<sup>5</sup> **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 I (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)

± Given catalog rights, fall 2022 transfer students do not need to complete an Area F course.

<sup>1</sup> 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.

<sup>2</sup> To determine the best B4 course option, students should complete the online advising activity at [mathadvising.sfsu.edu](https://mathadvising.sfsu.edu) (<https://mathadvising.sfsu.edu/>). Questions? Contact Gator Smart Start. (<https://gatorsmartstart.sfsu.edu/>)  
MATH 107 and MATH 108 satisfy all requirements met by DS 110 and MATH 110.

<sup>3</sup> To avoid taking additional units, it is recommended that you meet the **SF State Studies** (AERM, GP, ES, SJ) requirements within your GE or major.

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