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CALIFORNIA STATE UNIVERSITY, LOS ANGELES

BS in Business Administration: Marketing Option (120 units)

Term 1	Term 2	Term 3	Term 4
Fall	Spring	Fall	Spring
BUS 3050: Business Communication (3)	MGMT 3070: Organizational Behavior & Management (3)	FIN 3030: Business Finance (3)	BUS 4150: Contemporary Issues in Global Business (3)
CIS 3010: Management Information Systems (3)	ECON 3060 (3) Double-counts as UD GE Natural Sciences	MGMT 3060: Production & Operations Management (3)	BUS 4970: Capstone (3)
MKT 3100: Principles of Marketing (3)	MKT 3200 (3)	MGMT 3080 (3) Double-counts as UD GE Arts & Humanities	MKT 4449 (3)
MKT 3800(3)	MKT 3210 (3)	MKT 3400 (3)	MKT 3950 (UD GE D Social Science (CL) Requirement (3)
GE: University Req. (3) RE	One from MKT 3700 or MKT 4460 or MKT 4461(3)	One from MKT 3700 or MKT 4460 or MKT 4461(3)	Marketing Option Elective (3)

This roadmap requires GE certification from a California Community College indicating completion of CSU lower division general education requirements.

BS in Business Administration

Business Core Prerequisites

- ACCT 2110 – prerequisite: ACCT 2100.
- ECON 2020 – Prerequisite: ECON 2010.
- FIN 2050 – Prerequisite: Sophomore standing.
- CIS 3010 – Prerequisite: CIS 1200 or equivalent recommended.
- ECON 3060 – Prerequisites: Satisfactory completion of GE Block B4.
- FIN 3030 – Prerequisite: ACCT 2100.
- MGMT 3080 – Prerequisite: Completion of Block A.
- BUS 4970 – Prerequisites: ACCT 2100, ACCT 2110, ECON 2010, ECON 2020, FIN 2050, BUS 3050, CIS 3010, ECON 3060, FIN 3030, MGMT 3060, MGMT 3070, MGMT 3080, and MKT 3100; or equivalents.

Marketing Core Option Prerequisites

- MKT 3200 – Prerequisite: MKT 3100
- MKT 3210 – Prerequisite: MKT 3100
- MKT 3400 – Prerequisite: MKT 3100
- MKT 4449 – Prerequisite: MKT 3100, 3200, 3210, 3400, and 4460 or 4461
- MKT 3700 – Prerequisite: GE Blocks A, B4, +1 from Block B, Blocks C, and D
- MKT 4460 – Prerequisite: MKT 3100 and ECON 3060

Important Notes For Transfer Students:

- Total number of units required for the degree: 120 units. Students may need to take additional free electives to meet 120 unit minimum.
- ECON 3060 and MGMT 3080 are both double-counted in Upper Division (UD) General Education (GE);
- One UD Civic Learning (cl) course is required in GE. Try to complete as part of UD GE;
- Two diversity courses are required in GE. At least one must be a Race/Ethnicity (*re*) course;
- One writing intensive course (*wi*) is required in the major (BUS 3050);
- It is strongly recommended that when taking the upper division core courses, students follow the sequence: CIS 3010, BUS 3050, FIN 3030, ECON 3060, MKT 3100, MGMT3060, MGMT 3070, MGMT 3080, BUS 4150, and BUS 4970.

Marketing Option

Important Pre-requisite classes MKT 3100

Take MKT 3100 as soon as possible in your first year

Don't wait to start your option classes

Begin your required and elective option classes as soon as prerequisites are met and work them in with your business core