

Business Administration: Marketing 4-Year Pathway 2023-2024

Fall Freshman Courses (14 units total)	Course or GE Title	Units	GE/Major
FYS 181 or FYS 183 or FYS 143	Multicultural Health or Eat,Love,Learn	3	C2 or E, FYS
MATH 115 or (STAT 100 or BUS 204)	Finite Math or Statistics	3	Major, B4
C2 (Humanities) or area E	C2 or E (GE not met with FYS)	3	C2 or E
HCOM 110	Fundamentals of Speaking and Listen	3	A1
BUS 200	Pers. & Prof. Responsibility in Bus	2	Major
Spring Freshmen Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 201	Macroeconomics	3	Major, DGSS
MATH 115 or (STAT 100 or BUS 204)	Finite Math or Statistics not done in fall	3	Major
HCOM 125 or CAD 102+90 or HCOM 120	Critical Reading and Writing	3	A2
BUS 206	Business Law	3	Major
Language course	C2 and WCL	3	C2, WCL
Fall Sophomore Courses (15 units total)	Course or GE Title	Units	GE/Major
HCOM 243 or SBS 249	Area F (Ethnic Studies) with US History	3	F, US1
BUS 202	Microeconomics	3	Major, DGSS
BUS 203	Financial Accounting	3	Major
ENVS 282 or AGPS 128	MontBay Case Study or Intro Soil Sci	3	B1
HCOM200, HCOM202, BIO131 or ENSTU130	Critical Thinking GE	3	A3
Spring Sophomore Courses (16 units total)	Course or GE Title	Units	GE/Major
BUS 205	Managerial Accounting	3	Major
BUS 299	Business Analytics Fundamentals	3	Major
ENVS 201	Intro to Environmental Science	4	B2+B3
C1 (Arts) GE course	Arts GE course	3	C1
SL 210S, ED 212S, HCOM 260S,SBS 212S	Civics/Service Learning GE course	3	DCSL, US2&3
SL210S, ED212S, GS280S, HCOM260S,SBS212S	Civics/Service Learning GE course	3	DCSL, US2&3
Fall Junior Courses (16 units total)	Course or GE Title	Units	GE/Major
BUS 302	Business Milestone Experience	1	Major
BUS 304	Bus Commun & Crit Thinking-Prosem	4	Major, GWAR
BUS 305	Principles of Management	4	Major
BUS 306	Fundamentals of Marketing	4	Major
Elective or requirement not completed	Elective or missing GE, Hist, language	3	
Spring Junior Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 300S	Business Ethics in Action	3	Major,UDD,UDSL
BUS 307	Finance	4	Major, UDB
BUS 309 or BUS 310	Principles of Operation Management or Entrepreneurship	4	Major
UDC	Upper-division Arts & Humanities	3	UDC
Fall Senior Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 308	Information Syst for Decision Making	4	Major
BUS 421	Marketing Research	4	Conc 1 (major)
BUS 322 or 323 or 422 or 423 or 425	2 nd Marketing concentration course	4	Conc 2 (major)
Elective or requirement not completed	Elective or missing GE, Hist, language	3	
Spring Senior Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 322 or 323 or 422 or 423 or 425	3 rd Marketing concentration course	4	Conc 3 (major)
BUS 322 or 323 or 422 or 423 or 425 Or BUS 430 or 435 or 440 or 441 or 451 or 460 or 468 or 469 or 498	4 th Marketing concentration course	4	Conc 4 (major)
BUS 499	Strategic Mgmt: Senior Capstone	4	Major
Elective or requirement not completed	Elective or missing GE, Hist, language	3	
Total Marketing 4-yr Pathway:		120	