

## BUS: Marketing 2-Year Transfer Pathway 2022-2023

This pathway assumes completion of AS-T in Business or major prerequisite courses including Macroeconomics, Microeconomics, Financial Accounting, Managerial Accounting, Business Law, Business Communication, Statistics, Finite Math (or Precalculus or Calculus), IGETC or CSU GE Certification, & CSU American Institutions requirements.

Students who have not completed these requirements prior to transfer will need to complete the missing requirements at either CSUMB or at a community college.

Fall Junior Courses (16 units total)	Course or GE Title	Units	GE/Major
<b>BUS 302</b>	Business Milestone Experience	1	Major
<b>BUS 304</b>	Bus Commun & Crit Thinking-Prosem	4	Major, GWAR
<b>BUS 305</b>	Principles of Management	4	Major
<b>BUS 306</b>	Fundamentals of Marketing	4	Major
<b>BUS 299</b>	Business Analytics	3	Major
Spring Junior Courses (14 units total)	Course or GE Title	Units	GE/Major
<b>BUS 300S</b>	Business Ethics in Action	3	Major, UDD,UDSL
<b>BUS 307</b>	Finance	4	Major, UDB
<b>BUS 309</b>	Principles of Operation Management	4	Major
<b>UDC with Language or ES*</b>	Double-counting* UDC +WCL or ES*	3	UDC (WCL ES*)
Fall Senior Courses (16 units total)	Course or GE Title	Units	GE/Major
<b>BUS 308</b>	Information Syst for Decision Making	4	Major
<b>BUS 310</b>	Entrepreneurship	4	Major
<b>BUS 421</b>	Marketing Research	4	conc 1 (major)
<b>BUS 322 or 323 or 422 423 or or 425</b>	2 <sup>nd</sup> Marketing concentration course	4	Conc 2 (major)
Fall Senior Courses (14 units total)	Course or GE Title	Units	GE/Major
<b>BUS 322 or 323 or 422 or 423 or 425</b>	3 <sup>rd</sup> Marketing concentration course	4	conc 3 (major)
<b>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</b>	4 <sup>th</sup> Marketing concentration course	4	conc 4 (major)
<b>BUS 499</b>	Strategic Mgmt: Senior Capstone	6	Major
<b>Total Marketing Transfer pathway:</b>		<b>60</b>	

\* Transfer students with catalog rights to a GE catalog prior to fall 2021 must complete CSUMB's Ethnic Studies (ES) requirement