

**BUSINESS ADMINISTRATION**  
**Marketing Option, B.S. (120 Units)**

Valid for Catalog Year: 2018/2019 to 2021/2022

\*Official planning guide approved by the Craig School of Business

For assistance or to schedule an advising appointment, please contact the **CSB Advising Center** at 559-278-4943, Peters Business 185

**Marketing Department:**  
559-278-7830, Peters Business 388

	Freshman		Sophomore		Junior		Senior	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Units	15-16	15-17	15-17	16	16	15-16	29-31	
Milestones	Create Synergy Profile	Mentorship - Office of Student Professional Development (PB 181)	Meet with Career Development Center	Sign Option Contract (must have 2.25 Campus/Cum GPA)	Meet with Department Chair (PB 388) to discuss career opportunities  Complete MKTG 100S	Meet with Career Development Center and Office of Student Professional Development  Attend Career Fairs	Complete MKTG 101  Internship Opportunities	Apply for Graduation
General Education	<b>A1 (3 Units)</b> Oral Communication *Must pass with a C or better	<b>C2 (3-4 Units)</b> Humanities	<b>B1 (3-4 Units)</b> Physical Sciences	<b>D1 (3 Units)</b> American History	<b>IB (3 Units)</b> Physical Universe & Its Life Forms	<b>IC (3-4 Units)</b> Arts & Humanities		<b>ID (3-4 Units)</b> Social, Political, & Economic Institutions
	<b>A2 (3 Units)</b> Written Communication *Must pass with a C or better	<b>B2 (3-4 Units)</b> Life Sciences	<b>C1/C2 (3-4 Units)</b> Arts and Humanities	<b>D2 (3 Units)</b> American Government				
	<b>A3 (3 Units)</b> Critical Thinking *Must pass with a C or better	<b>B3 (0-3 Units)</b> Lab						
	<b>E1 (3 Units)</b> Lifelong Understanding & Self Development							
	<b>C1 (3-4 Units)</b> Arts							

**BUSINESS ADMINISTRATION**  
**Marketing Option, B.S. (120 Units)**

Valid for Catalog Year: 2018/2019 to 2021/2022  
\*Official planning guide approved by the Craig School of Business

For assistance or to schedule an advising appointment, please contact the **CSB Advising Center** at 559-278-4943, Peters Business 185  
**Marketing Department:**  
559-278-7830, Peters Business 388

Units	Freshman		Sophomore		Junior		Senior	
	Fall 15-16	Spring 15-17	Fall 15-17	Spring 16	Fall 16	Spring 15-16	Fall 29-31	Spring 29-31
Major		<b>GE Area B4 DS 71 (3 Units)</b> Quantitative Reasoning [Pre-Req: ELM exam or intermediate college algebra] *Must pass with a C or better	<b>DS 73 (3 Units)</b> [Pre-Req: ELM exam, DS 71; ECON 40 & 50 recommended] *Not open to freshmen	<b>BA 18 (4 Units)</b> *Not open to Freshmen	<b>BA 105W (3 Units)</b> [Pre-Req: ENGL 5B or 10 (C or better); Junior standing] *UDWS requirement; must pass with a C or better	<b>MKTG 101 (4 Units)</b> [Pre-Req: MKTG 100S (C or better)]	<b>MGT 124 (4 Units)</b> [Pre-Req: BA 105W; MGT 110; DS 123 (may be taken concurrently)]	<b>MKTG 188 (4 Units)</b> [Pre-Req: Last semester of Senior year]
		<b>ECON 40 (3 Units)</b> [Pre-Req: GE A2] <b>OR</b> <b>AGBS 1 (3 Units)</b> [Pre-Req: GE A2]	<b>ACCT 4A (3 Units)</b> *Not open to Freshmen	<b>ACCT 4B (3 Units)</b> [Pre-Req: ACCT 4A (C or better)] *Not open to Freshmen	<b>MGT 110 (6 Units)</b> [Pre-Req: BA 105W (may be taken concurrently)] *Not open to students with credit in MGT 104 or MGT 106	<b>MKTG 160 (4 Units)</b> [Pre-Req: MKTG 100S (C or better)]	<b>MKTG 110 (4 Units)</b> [Pre-Req: MKTG 100S (C or better)]	<b>MKTG 132 (4 Units)</b> [Pre-Req: MKTG 100S (C or better)]
		<b>IS 52 &amp; IS 52L (3 Units)</b> *or Computer Competency Exam (CCE)	<b>GE Area D3 ECON 50 (3 Units)</b> [Pre-Req: GE A2]	<b>DS 123 (3 Units)</b> [Pre-Req: DS 71, 73; IS 52, 52L]	<b>MI MKTG 100S (4 Units)</b> [Pre-Req: BA 105W (may be taken concurrently)] MI Multicultural/ International	<b>FIN 120 (4 Units)</b> [Pre-Req: ACCT 4A; DS 71; BA 105W (may be taken concurrently)]	<b>IS 130 (3 Units)</b> [Pre-Req: IS 52, 52L; ACCT 4A, 4B; BA 105W (may be taken concurrently)]	
							<b>Option Requirements (4 Units)</b> <b>MKTG 114, 115, 126, 130, 134, 140, 144, 150, 153, 161, 162, 163, 164, 165, 166, 167, 189T, 190, 195</b> *See course catalog for prerequisite requirements	



**BUSINESS ADMINISTRATION**  
**Marketing Option, B.S. (120 Units)**

Valid for Catalog Year: 2018/2019 to 2021/2022  
 \*Official planning guide approved by the Craig School of Business

For assistance or to schedule an advising appointment, please contact the **CSB Advising Center** at 559-278-4943, Peters Business 185  
**Marketing Department:**  
 559-278-7830, Peters Business 388

	Freshman		Sophomore		Junior		Senior	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
<b>Units</b>	<b>15-16</b>	<b>15-17</b>	<b>15-17</b>	<b>16</b>	<b>16</b>	<b>15-16</b>	<b>29-31</b>	
<b>Major</b>							<b>Option Requirements (3-4 Units)</b> <b>MKTG 114, 115, 126, 130, 134, 140, 144, 150, 153, 161, 162, 163, 164, 165, 166, 167, 189T, 190, 195</b> *See course catalog for prerequisite requirements	
<b>Additional Graduation Requirements</b>					<b>Elective</b> *See footnotes	<b>MI (3 Units)</b> *EXEMPT		

**FOOTNOTES:**

**Prerequisites/Corequisites:** Other restrictions may apply. Please see your course catalog for detailed prerequisite/corequisite requirements.

**Grade Requirements:** A grade of C or better must be earned for each course used to satisfy the requirements for the major. No course taken for the business major can be graded on a CR/NC basis, except for courses with mandatory CR/NC grading.

**Computer Competency Exam (CCE):** Contact the CSB Undergraduate Student Services office to schedule a CCE test date.

**Option:** Students must maintain a 2.25 Campus and Cumulative GPA to declare an OPTION. An OPTION must be declared after the completion of all of the Pre-Business Requirements in order to enroll in OPTION courses.

**Electives (0-2):** If necessary, students must complete additional elective units to meet 120 units total to graduate. Students who take the CCE in lieu of IS 52/52L will need to fulfill the minimum unit requirements with electives.

**Upper Division Writing Skills requirement (UDWS):** Business majors take BA 105W to fulfill this requirement. The Upper Division Writing Exam is NOT an option for Business Administration majors.

**Substitutions:** If substitutions/exceptions/waivers are made for any major courses that also meet GE and/or the Multicultural/International graduation requirement, the student is responsible for completing additional courses to satisfy the respective areas (GE and/or MI). This also includes the upperdivision writing requirement.