



College of Business Administration
 Office of Student Engagement
 Undergraduate Business Advising Center
 Tahoe Hall 1030 – (916) 278-2499 (BIZZ) – cba-ugrad@csus.edu
 Upper Division Major Worksheet (see reverse for lower division requirements)

MARKETING | GENERAL TRACK

Upper Division Major Core Requirements (24 units)

Course	Grade	Institution/Semester Taken	Equivalent Course	Prerequisites/Notes
<i>The following courses are open to expressed interest in business students who have completed the lower division requirements:</i>				
DS 101 – Data Analysis for Managers				(MATH 24 and STAT 1)
HROB 101 – Mgmt of Contemporary Org				(junior standing)
MGMT 102 – Business Communication				(ENGL 20 and junior standing)
<i>Students must be approved into the upper division business major in order to enroll in the following courses:</i>				
FIN 101 – Business Finance				
MKTG 101 – Principles of Marketing				
OPM 101- Operations Management				(DS 101; concurrent enrollment ok)
MIS 101 – Computer Info Systems for Management				
GM 105 – Strategic Management				(DS 101, HROB 101, MGMT 102, FIN 101, MKTG 101, OPM 101)

Concentration Requirements (21 units)

Course	Grade	Institution/Semester Taken	Equivalent Course	Prerequisites/Notes
Group A: Required Marketing Courses (9 units)				
MKTG 121 – Marketing Research & Info				(MKTG 101)
MKTG 122 – Buyer Behavior				(MKTG 101)
MKTG 129 – Marketing Management				(MKTG 101, Senior Standing)
Marketing Electives from Group B and Group C (12 units)				
Group B Elective (Select at least 9 units from the following):				
MKTG 115 – Marketing Analytics				(MKTG 101, and DS 101 or MKTG 121)
MKTG 123 – PR & Ethics in Business				
MKTG 124 – Retail Management				(MKTG 101)
MKTG 125 – Advertising				(MKTG 101)
MKTG 130 – Digital Marketing				(MKTG 101)
MKTG 181+ – Supply Chain Logistics Mgmt.				(OPM 101)
MKTG 190 – Multinational Marketing				(MKTG 101)
Group C Elective (Select no more than 3 units from the following):				
BUS 162 – Project Management				(MGMT 102)
ENTR 187 - Entrepreneurship				
FIN 134 – Financial Management				(FIN 101)
IBUS 190 – International Business				
MKTG 160 – Principles of Quality Mgmt.				
MKTG 199 – Special Problems in Marketing				

+ Typically offered Fall semester only



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 Business Administration Major Work **Marketing – General Marketing Track**
 Effective Fall 2018

Lower Division Requirements (24 units)

All lower division requirements must be completed at the time of application to the upper division major

Course	Grade	Institution/Semester Taken	Equivalent Course	Prerequisites/Notes
MIS 1- Word Processing				
MIS 2 Spreadsheets				
MIS 3 Presentation Graphics				
ACCY 1 Accounting Fundamentals				
ACCY 2 Managerial Accounting				(ACCY 1)
ECON 1A Introduction to Macroeconomics				
ECON 1B Introduction to Microeconomics				
MATH 24 Modern Business Mathematics				(ALEKS PPL) calculus courses ok as substitution
MGMT 10 Introduction to Business Law				
STAT 1- Introduction to Statistics				(ALEKS PPL)

- The Business Administration major is **impacted**.
- Applicants will be **ranked based on overall GPA and lower division major GPA**.
- Minimum GPA **apply** is 2.4, however, this does not guarantee admission to the program. Actual GPA cutoffs have been higher.
- All lower division requirements must be completed at the time of application.
- For a recent history of the "cutoff GPA" please visit www.csus.edu/cba/ubac/impaction.html.
- The number of students admitted to the major each semester will vary depending on faculty resources.

Where to apply:

The application can be found in the Student Center bottom right under "Forms" OR www.csus.edu/cba/ubac/impaction.html.

When to apply online:

Spring Semester

If finishing computer literacy/lower divisions by the end of the previous Summer, the application will be available September 1.

Supplemental online business application due:

October 15

Fall Semester

If finishing computer literacy/lower divisions by the end of the previous Fall, the application will be available February 1

Supplemental online business application due:

March 15