College of Business
Office of Student Engagement
Undergraduate Business Advising Center
Tahoe Hall 1030 – (916) 278-2499 (BIZZ) – cob-ugrad@csus.edu
Upper Division Major Worksheet (see reverse for lower division requirements)
Effective Fall 2025

MARKETING

Upper Division Major Core Requirements (24 units)

Course	Grade	Institution/Semester Taken	Equivalent Course	Prerequisites/Notes
The following courses are open to expressed interest in business students who have completed the lower division requirements:				
DS 101 – Intro to Business Analytics				(MATH 24 and STAT 1)
HROB 101 – Mgmt of Contemporary Org				(junior standing)
MGMT 102 – Business Communication				(junior standing)
Students must be approved into the upper division business major in order to enroll in the following courses:				
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 and DS 101; DS 101 may be taken concurrently)
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 140 – Sports Management				(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				
OPM 120 – Service Operations Management				(OPM 101)

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Business Administration Major Worksheet

Updated Fall 2024

Lower Division Requirements (23 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 10 – Business Applications (Spreadsheets)				
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 course 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 to **apply** is 2.4, however, this does not guarantee admission to the program. Actual GPA cut-offs have been higher.
- GPA cutoffs for the past few semesters have been in the 2.80/3.00 range.
- All lower division requirements must be completed at the time of application.
- The number of students admitted to the major each semester will **vary** depending on faculty resources.

Where to apply:

The application can be found on your online Student Center- bottom right corner under “Forms”.

When to apply online:

Spring Semester

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

Supplemental online business application due:

March 15