

Cal State East Bay Degree Roadmap

Bachelor of Science in Business Administration with Marketing Management Concentration

The BS in Business Administration with MKTG concentration can be completed in four years, but to do so requires careful planning and preparation. You must plan ahead so that you will meet all prerequisites. Be sure to check your Degree Audit Report regularly on MyCSUEB to verify that you are on track for graduation. A student's cumulative GPA, CSUEB-only GPA, and major GPA must be at a minimum of 2.00 in order to graduate.

REQUIREMENT AREA	COURSE	TITLE	PREREQUISITES ⁷ (STRICTLY ENFORCED)	MINIMUM GRADE	UNITS ⁸
FIRST SEMESTER					
E	GS 101A	Foundations of Success I			1
A1 or A3		Oral Communication (A1) or Critical Thinking (A3)		C-/CR	3
A2		Written Communication		C-/CR	3
C1 or C2		Arts (C1) or Humanities (C2) ³			3
Prerequisite for LD Major Core	MATH 115 ¹	College Algebra or Math Proficiency Assessment ¹		C-	3
D1 & Social Justice/ LD Major Core	ECON 200 ³	Principles of Microeconomics		C-	3
TOTAL:					16
SECOND SEMESTER					
E	GS 101B	Foundations of Success II			1
A1 or A3		Oral Communication (A1) or Critical Thinking (A3)		C-/CR	3
C1 or C2		Arts (C1) or Humanities (C2) ³			3
D1/LD Major Core	ECON 205	Principles of Macroeconomics	MATH 115 ¹	C-	3
Code 1		U.S. Code (US 1, 2)			3
B4/LD Major Core	MATH 180 ²	Business Math with Calculus ²	MATH 115 ¹ with a grade of C- or better	C-	3
TOTAL:					16
THIRD SEMESTER					
E		Lifelong Learning and Self-Development			1
B1 & B3		Physical Science (B1) and Laboratory Science (B3) ⁴			3
Writing II	ENGL 200	College Writing II	ENGL 101, 102 or 104	C-/CR	3
LD Major Core	ACCT 210	Introduction to Financial Accounting		C-	3
LD Major Core	STAT 110 or STAT 100	Elements of Statistics for Business or Economics or Elements of Statistics & Probability		C-	3
TOTAL:					13
FOURTH SEMESTER					
B2 & B3		Life Science (B2) and Laboratory Science (B3) ⁴			3
D2 & Code 2		Social Sciences (D) and U.S. Code (US 1, 3)			3
C3		Arts (C1) or Humanities (C2) ³			3
D3 & Social Justice/ LD Major Core	BUS 220 ³	Legal Environment of Business		C-	3
LD Major Core	ACCT 215	Introduction to Managerial Accounting	ACCT 210	C-	3
TOTAL:					15
FIFTH SEMESTER					
UWSR: Take Writing Skills Test (WST) or plan to take First and/or Second Tier Courses (0 - 6 units)					
UD Major Core	BUS 310	Organizational Behavior		C-	3
UD Major Core	BUS 325	Marketing Principles		C-	3
UD Major Core	BUS 330	Financial Management	Major LD Core	C-	3
UD Major Core	BUS 340	Information Technology Management		C-	3
B6/UD Major Core	MGMT 350	Decision Science	A1, A2, A3, B4; MATH 180 or 130; STAT 100 or 110	C-	3
TOTAL:					15
SIXTH SEMESTER					
C4 & Diversity		Upper Division Arts or Humanities and Diversity Overlay ³	A1, A2, A3 and 60 semester units		3
B6 & Sustainability/ UD Major Core	ECON 380 ³	Managerial Economics & Business Strategy	A1, A2, A3, B4, ECON 200, MATH 180/130 & 60 units	C-	3
UD Major Core	BUS 320	Business & Professional Ethics		C-	3
Major Concentration MKTG	MKTG 310	Marketing Research		C-	3
Major Concentration MKTG		Concentration Elective		C-	3
TOTAL:					15
Apply for Graduation: Know the eligibility criteria, processes, and deadlines					
SEVENTH SEMESTER					
D4 & Diversity		Upper Division Social Science and Diversity Overlay ³	A1, A2, A3 and 60 semester units		3
UD Major Core	BUS 360	Operations Management	MGMT 350	C-	3
UD Major Core	BUS 370	Business, Government & Society	BUS 320	C-	3
Major Concentration MKTG	MKTG 314	Consumer Behavior		C-	3
Major Concentration MKTG		Concentration Elective		C-	3
TOTAL:					15
EIGHTH SEMESTER					
UD Major Core	BUS 335	Communications in Team Building		C-	3
UD Major Core	BUS 385 or ECON 385	International Business or Global Economic Analysis	ECON 200, 205	C-	3
Major Concentration MKTG	MKTG 440	Marketing Strategy		C-	3
Major Concentration MKTG		Concentration Elective		C-	3
Major Capstone	BUS 499	Seminar in Strategic Business Management	BUS 325, 330, 370; MGMT 350; UWSR	C	3
TOTAL:					15
TOTAL UNITS TO DEGREE⁶:					120
MINIMUM GRADE POINT AVERAGE (GPA) REQUIRED: 2.00 (CUMULATIVE, CSUEB-ONLY, MAJOR)					
COURSE CONVERSION KEY	BUS 220 = ACCT 220	BUS 325 = MKTG 300	BUS 370 = MGMT 370		
	BUS 320 = MGMT 300	BUS 330 = FIN 300	BUS 385 = MGMT 385		
	BUS 310 = MGMT 310	BUS 360 = MGMT 360	BUS 499 = MGMT 499		

GENERAL EDUCATION & UNIVERSITY REQUIREMENTS - SUGGESTED COURSES
LD = Lower Division (100-299) , UD = Upper Division (300- 499)
Area A: Communication in the English Language & Critical Thinking
A1. COMM 100 or 104 A2. ENGL 101, 102 or 104 A3. PHIL 100
Area B: Scientific Inquiry & Quantitative Reasoning⁴
B1. CHEM 100; ENSC 260; PHYS 115 B2. BIOL 101 B3. Lab - Select course approved for B1 & B3 or B2 & B3 B4. MATH 115, 120, 130, 180
Area C: Arts & Humanities
Minimum of 3 different disciplines by course prefix (including UJGE C4) C1. Arts C2. Humanities C3. Arts or Humanities
Area D: Social Sciences
Minimum of 3 different disciplines by course prefix (including UJGE D4) D1. ECON 200 or 205 D2. Select course approved for D and U.S. Code Requirement D3. BUS 220
Area E: Lifelong Learning and Self-Development
E. GS 101A, 101B, and additional 1 unit (DANC, KIN, LIBY)
Second Composition
Writing II. ENGL 200
University Writing Skills Requirement/UWSR (0 - 6 units)
UWSR: Writing Skills Test (WST) or First and/or Second Tier Courses
U.S. Code (American Institutions Requirement)
Minimum of 2 courses covering US 1, 2, 3 Code 1. ECON 101, HIST 110 or POSC 101 (US1, 2) Code 2. HIST 111 or POSC 102 (US1, 3), HIST 382 (D4, US3)
Upper Division GE Requirements (UJGE)
Should be taken after completion of A1, A2, A3, and B4 with a C- (CR) and after completing 60 semester units. B6. ECON 380 or MGMT 350 C4. Select course approved for C4 and Diversity Overlay D4. Select course approved for D4 and Diversity Overlay
Overlay Requirements³
May be lower or upper division, and GE or major Social Justice (SJ): Satisfied by BUS 220 or ECON 200 Diversity (Div): Select course approved for Area C or D and Diversity Sustainability (S): Satisfied by ECON 380
Unit Requirements
Minimum 120 total semester units: 40 units UD (with 9 UJGE), 30 units in residence at CSUEB (12 UD in major), 48 units GE
Important Footnotes
1) Prerequisite may be met with a score of 63 on the Math Proficiency Assessment (MPA) . For more information, visit the CSUEB Testing Office. If met with MPA, take MATH 180. Free elective may be needed.
2) MATH 180 can be substituted with MATH 130. MATH 130 has prerequisites of MATH 115 and MATH 120.
3) To avoid taking additional units, it is recommended that Overlay requirements are met within your GE or major.
4) To avoid taking additional units, consider taking a class combined with a lab to fulfill B3 if not already satisfied.
5) Course may be repeated for a maximum of 6 semester units when content/topic varies.
6) May require additional courses to meet the 120 units required for graduation. These courses are free electives which can be taken outside of GE and major.
7) Prerequisites are strictly enforced. Permission numbers may be needed if course was completed outside of Cal State East Bay.
8) To enroll in units exceeding the maximum number, submit the Request to Exceed Maximum Units Form online at: www.csueastbay.edu/cbeugforms .
Marketing Concentration Elective Courses
MKTG 312 Marketing Analytics MKTG 415 Corporate Communications MKTG 420 Product, Service, and Brand Management MKTG 424 Sales Management MKTG 425 Business-to-Business Marketing MKTG 426 Advertising and Promotion Management MKTG 427 Digital Marketing and Social Media MKTG 430 International Marketing MKTG 497 Seminar in Selected Marketing Topics ⁵