

Business Administration ADT to Business Administration B.S. - Marketing Management Concentration					
Title	C-ID Designation	C-ID Units	Double Counted for GE	CSUEB Course	Units
Financial Accounting	ACCT 110	3		ACCT 210	3
Managerial Accounting	ACCT 120	3		ACCT 215	3
Business Law OR Legal Environment of Business	BUS 125 OR BUS 120	3		ACCT 220	3
Finite Mathematics OR Business Calculus OR a Math course (excluding Statistics) articulated for the Business major at a CSU campus	MATH 130 OR MATH 140 OR Articulation Agreement by Major (AAM)	3	3	MATH 110	3
Microeconomics	ECON 201	3	3	ECON 200	3
Macroeconomics	ECON 202	3	3	ECON 205	3
Statistics	MATH 110	3		STAT 100	3
Introduction to Business OR Business Communication	BUS 110 OR BUS 115	3	-	-	-
<b>TOTAL MAJOR UNITS</b>		<b>24</b>			
<b>CSU GE Requirements</b>		<b>39</b>			
<b>Double Counting GE</b>		<b>-9</b>			
<b>Elective</b>		<b>3-6</b>			
<b>Total Units</b>		<b>60</b>			

**These courses must be taken at CSU East Bay**

Please note: A minimum of three courses in the Upper Division General Education pattern must have a topic/learning outcome oriented toward one of the following topic areas (overlays): **Diversity (DIV)**, **Social Justice (SJ)**, or **Sustainability (S)**.

Upper Division GE/Overlay	Courses	Overlay	Units
GE-UD-3		SJ	3
GE-UD-4			3
GE-UD-5	MGMT 350		3
		<b>Total Units</b>	<b>9</b>

University Writing Requirement	Course	GE/Overlay	Units
UWR		GE-UD-4	-
		<b>Total Units</b>	<b>0</b>

Upper Division Core Courses		GE/Overlay	Units
ECON 380	Managerial Economics and Business Strategy		3
FIN 300	Financial Management		3
MGMT 310	Organizational Behavior		3
MGMT 350	Decision Science	GE-UD-5	-
MGMT 360	Operations Management		3
MGMT 499	Seminar in Strategic Business Management		3
MKTG 300	Marketing Principles		3
	Plus, choose one (1) course from the following:		
ECON 385	Global Economic Analysis (Recommended for Business Economics concentration students)		3
MGMT 385	International Business		3
		<b>Total Units</b>	<b>21</b>

Concentration Requirements			
Foundation Courses			
The following 9 units are required:			
ITM 300	Information Technology Management		3
MGMT 300	Business and Professional Ethics	SJ	3
MGMT 370	Business, Government and Society	S	3
		<b>Total Units</b>	<b>9</b>
Required Courses			
The following 6 units are required:			
MKTG 310	Marketing Research		3

MKTG 314	Consumer Behavior		3
MKTG 440	Marketing Strategy		3
		Total Units	9
Elective Courses			
Select three (3) courses for 9 units from the following list:			
MKTG 312	Marketing Analytics		3
MKTG 415	Corporate Communications		3
MKTG 420	Product, Service, and Brand Management		3
MKTG 424	Sales Management		3
MKTG 425	Business-to-Business Marketing		3
MKTG 426	Advertising and Promotion Management		3
MKTG 427	Digital Marketing and Social Media		3
MKTG 430	International Marketing		3
MKTG 432	Marketing for New Ventures		3
MKTG 434	Social and Digital Media Analytics		3
MKTG 497	Seminar in Selected Marketing Topics		3
		Total Units	9
<b>ADDITIONAL COURSE(S) to MEET 60 UNITS</b>		<b>GE/Overlay</b>	<b>Units</b>
These courses may be additional major courses or prerequisites taken at the Community College.			
Free Elective			3
		<b>Total Units</b>	<b>3</b>
		Grand Total	60

First Semester (Fall)								
Core	FIN 300	Financial Management	3					
Core	MGMT 300	Corporate Finance	3					
GE-UD-5/Core	MGMT 350	Decision Science	3					
Core	MKTG 300	Marketing Principles	3					
Core	ITM 300	Info Tech Management	3					
		TOTAL:	15					
Second Semester (Spring)								
Check your MyCSUEB "Degree Audit Report" (DAR) and email any discrepancies to cbeadvising@csueastbay.edu								
GE-UD-3/DIV	COURSE:	OVERLAY: Diversity	3					
Core	ECON 380	Managerial Economics and Business Strategy	3					
Concentration	MKTG 310	Marketing Research	3					
Core	MGMT 310	Decision Science	3					
Concentration Elective		Choose 1 from list	3					
	TOTAL:		15					
Third Semester (Fall)								
UWR/GE-UD-4	COURSE		3					
Core	MGMT 360	Operations Management	3					
Core/S	MGMT 370	Business, Government and Society	3					
Concentration	MKTG 314	Consumer Behavior	3					
Free Elective			3					
	TOTAL:		15					
Fourth Semester (Spring)								
Core	MGMT 385 or ECON 385	Choose 1	3					
Concentration	MKTG 440	Marketing Strategy	3					
Concentration Elective		Choose 1 from list	3					
Concentration Elective		Choose 1 from list	3					
Core	MGMT 499	Seminar in Strategic Business Management	3					
		TOTAL:	15					
		GRAND TOTAL:	60					
Updated: 4/1/2024								