

**BUSINESS ADMINISTRATION ADT TO CSU EAST BAY BUSINESS ADMINISTRATION BS  
MARKETING MANAGEMENT CONCENTRATION CHECKLIST/ROADMAP**

ADT Business Administration – 60 Sem. Units	Sem. Units	Community College Courses
<b>CSUGE or IGETC</b>	<b>39</b>	<i>CSU general education certification requires completion of all requirements in Areas A through E, approximately 39 units</i>
<b>AREA B4 Requirement:</b> MATH 110 Introduction to Statistics	3	
<b>AREA D REQUIREMENT:</b> <a href="#">US History, Constitution &amp; American Ideals Code Requirement</a>	3-9	<b>US-1:</b> <b>US-2:</b> <b>US-3:</b>
<a href="#">Diversity/Social Justice/Sustainability</a> <i>Can be fulfilled in area C or D</i>	3-9	<b>DIV:</b> <b>SJ:</b> <b>SUS:</b>
Second Composition (Comp II) Any Composition course with ENGL 100 as a prerequisite	3	
<i>The following areas are for the CID TMC/Courses and matching Community College Courses</i>		
<b>Required Core (C-ID)</b>	<b>15</b>	<b>Community College Courses</b>
ACCT 110 Financial Accounting	<b>3</b>	
ACCT 120 Managerial Accounting	<b>3</b>	
ECON 201 Principles of Microeconomics	<b>3</b>	
ECON 202 Principles of Macroeconomics	<b>3</b>	
BUS 120 Legal Environment of Business	<b>3</b>	
<b>LIST A: Choose 1 course</b>	<b>3</b>	
MATH 110 Introduction to Statistics	<b>Counted in GE</b>	
<b>LIST B: Choose 2 courses</b>	<b>6</b>	
MATH 130 Finite Math OR MATH 140 Business Calculus	<b>3</b>	
BUS 140 Business Information Systems	<b>3</b>	
<b>Total Units ADT *BUSINESS ADMINISTRATION*</b>	<b>60</b>	

**PLEASE NOTE: This page assumes Semester Units.**

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<b>CSUEB: B.S. BUSINESS ADMINISTRATION</b> <i>Complete Degree in 60 Semester Units</i>	<b>Semester UNITS</b>	<b>NOTES</b>	
<b>GRADUATION REQUIREMENTS</b> <i>These should be fulfilled at the Community College, however if not taken at the Community College, they must be completed at CSU East Bay</i>			
<b>US History, Constitution &amp; American Ideals</b>	<b>0-9</b>		
1) First Category US-1	0-3		
2) Second Category US-2	0-3		
3) Third Category US-3	0-3		
<b>These courses must be taken at CSU East Bay</b>			
<b>Upper Division GE</b> <i>See catalog</i>	<b>9</b>	<b>CSUEB COURSES</b>	
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): <b>Diversity, Social Justice, or Sustainability.</b>			
Area B6 Upper Division Science course	3	<b>Course: ECON 380</b>	<b>OVERLAY: Sustainability</b>
Area C4 Upper Division Humanities course	3	<b>Course:</b>	<b>OVERLAY:</b>
Area D4 Upper Division Social Sciences course	3	<b>Course:</b>	<b>OVERLAY:</b>
<b>Upper Division Core</b>	<b>30</b>		
<b>All major requirements (Lower Division Core, Upper Division Core, Concentration, and Capstone) must be completed with a "C-" or better.</b>			
FIN 300 - Financial Management	3		
ITM 300 - Information Technology Management	3		
MGMT 300 - Business and Professional Ethics	3		
MGMT 350 - Decision Science	3	G.E./G.R. Area: B6	
MKTG 300 - Marketing Principles	3		
ECON 380 - Managerial Economics and Business Strategy	UD GE	G.E./G.R. Area: B6; Sustainability	
MGMT 310 - Organizational Behavior	3		
MGMT 360 - Operations Management	3		
MGMT 370 - Business, Government and Society	3		
BUS 335 - Communications in Team Building	3		
MGMT 385 - International Business OR ECON 385 - Global Economic Analysis	3		
<b>Concentration: 18 units</b>			
<b>Required Courses</b>	<b>9</b>		
MKTG 310 - Marketing Research	3		
MKTG 314 - Consumer Behavior	3		
MKTG 440 - Marketing Strategy	3		
<b>Electives</b> Choose 3 courses	<b>9</b>		
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			

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MKTG 426 - Advertising and Promotion Management		
MKTG 427 - Digital Marketing and Social Media		
MKTG 430 - International Marketing		
MKTG 432 - Marketing for New Ventures		
MKTG 434 - Social and Digital Media Analytics		
MKTG 497 - Seminar in Selected Marketing Topics		
<b>Capstone: 3 units</b>		
MGMT 499 - Seminar in Strategic Business Management	3	Prerequisites: FIN 300; MGMT 350, 370; MKTG 300
<b>Total Semester Units at CSUEB</b>	<b>60</b>	<b>60</b>

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<b>FIRST SEMESTER JUNIOR YEAR</b>			
CORE	FIN 300	FINANCIAL MANAGEMENT	3
CORE	ITM 300	INFO TECH MANAGEMENT	3
CORE	MGMT 300	BUSINESS & PROFESSIONAL ETHICS	3
CORE/UDGE B6	MGMT 350	DECISION SCIENCE	3
CORE	MKTG 300	MARKETING PRINCIPLES	3
		<b>TOTAL:</b>	<b>15</b>
<b>SECOND SEMESTER JUNIOR YEAR</b>			
Check your MyCSUEB "Degree Audit Report" (DAR) and email any discrepancies to <a href="mailto:cbeadvising@csueastbay.edu">cbeadvising@csueastbay.edu</a>			
UDGE C4	COURSE:	OVERLAY:	3
CORE/SUSTAINABILITY	ECON 380	MANAGERIAL ECON & BUSINESS STRATEGY	3
CORE	MGMT 310	ORGANIZATIONAL BEHAVIOR	3
CONCENTRATION	MKTG 310	MARKETING RESEARCH	3
CONCENTRATION ELECT			3
		<b>TOTAL:</b>	<b>15</b>
<b>THIRD SEMESTER SENIOR YEAR</b>			
See your MAJOR ADVISOR and apply for graduation through MyCSUEB by the posted deadline, available at Important Dates			
UDGE D4	COURSE:	OVERLAY:	3
CORE	MGMT 360	OPERATIONS MANAGEMENT	3
CORE	MGMT 370	BUSINESS, GOVT, & SOCIETY	3
CONCENTRATION	MKTG 314	CONSUMER BEHAVIOR	3
CONCENTRATION ELECT			3
		<b>TOTAL:</b>	<b>15</b>
<b>FOURTH SEMESTER SENIOR YEAR</b>			
CORE	BUS 335	COMMUNICATIONS IN TEAM BLDG	3
CORE	MGMT 385 OR ECON 385	CHOOSE 1	3
CONCENTRATION	MKTG 440	MARKETING STRATEGY	3
CONCENTRATION ELECT			3
CORE	MGMT 499	SEMINAR IN STRATEGIC BUS MGMT	3
		<b>TOTAL:</b>	<b>15</b>
<b>GRAND TOTAL:</b>			<b>60</b>