San Francisco State University
2016-2017 Bulletin
B.S. Business Administration - Marketing Roadmap – 120 Total Units Required

Minimum number of units in the Major= 60

1st Semester Requirements

Requirement	Recommended Courses	Units
Area A: Oral Communication (A1) or Critical Thinking (A3)		3
Area A: Written English Communication I (A2)	ENG 114 OR 104	3
Major Prerequisite and Area D: Social Sciences (D1): **Introduction to Microeconomic Analysis**	ECON 101	3
Area C: Arts (C1) or Humanities (C2)		3
Area D: Social Sciences: U.S. History (D2) or U.S. and California Govt. (D3)		3

Prepare: Math 60 and/or 70 are required prerequisites to Math/DS 110 unless you score 50 or higher on ELM or have an ELM exemption **Total: 15**

* To avoid taking additional units, it is recommended that you meet LLD and SFSU Studies requirements (AERM, GP, ES, SJ) within your GE

* ENG 114 can only be taken if you complete Directed Self-Placement (DSP) and select English 114; if you choose 104/105 through DSP you will satisfy A2 upon successful completion of 105 in the second semester; multilingual students may be advised into alternative English courses

2nd Semester Requirements

Requirement	Recommended Courses	Units
Area A: Written English Communicatoin II (A4) or Written English Communication I (A2)	A4 or 105	3
Area A: Critical Thinking (A3) or Oral Communication (A1)		3
Major Core: Introduction to Macroeconomic Analysis	ECON 102	3
Area C: Arts (C1) or Humanities (C2); which ever hasn't been met yet		3
Major Prerequisite and Area B: Quantitative Reasoning (B4)**: Calculus with Business Applications** (ELM completion) **or Business Calculus** (ELM exemption or MATH/ESM 70 with a C or better)	MATH 110 or DS 110	3

Total: 15

3rd Semester Requirements

Requirement	Recommended Courses	Units
Area A: Written English Communicatoin II (A4) or SF Studies or University Elective		3
Major Prerequisite: Introduction to Information Systems (GE quantitative reasoning course or DS 212)	ISYS 263	3
Area B: Physical Science (B1) and Laboratory Science (B3) *		3-4
Major Core: Introduction to Financial Accounting (Math 60 and/or 70 or 50 or higher on ELM or ELM exemption)	ACCT 100	3
Area C: Humanities Literature (C3)		3

* Consider taking a class combined with a laboratory or a separate lab to fulfill B3 **Total: 15-16**

4th Semester Requirements

Requirement	Recommended Courses	Units
Area D: Social Sciences: U.S. History (D2) or U.S. and California Govt. (D3)		3
Area B: Life Science (B2) and Laboratory Science (B3) *		3-4
SF State Studies or University Elective		3
Major Core: Business Statistics (DS 110, MATH 110 or MATH 226 with a C or better) or **Elementary Statistics** (satisfactory completion of ELM requirement) or **Data Analysis in Education** (satisfactory completion of ELM requirement)	DS 212	3
Major Core: Introduction to Managerial Accounting (ACCT 100 or equivalent with a C- or better)	ACCT 101	3

* Take a class with a combined laboratory or a separate lab to fulfill B3 if the requirement has not already been met. **Total: 15-16**

5th Semester Requirements

Requirement	Recommended Courses	Units
Upper Division GE: UD-C		3
Upper Division GE: UD-D: **International Business and Multicultural Relations** (upper division standing; *satisfies GP*)	IBUS 330	3
Major Core: Business Communication for Professionals (ENG 214 or equivalent with a C- or better)	BUS 300GW*	3
Major Core: Business Finance (upper division standing, ACCT 101, ECON 101, ECON 102, DS/MATH 110, DS 212, ISYS 263 all with a C- or better)	FIN 350	3
Major Core: Principles of Marketing (upper division standing)	MKTG 431	3

* You must take at least one GWAR (GW) course. **Total: 15**

6th Semester Requirements

Requirement	Recommended Courses	Units
Major Concentration: Marketing Research (DS 212, ISYS 236 or pass computer information systems proficiency test, MKTG 431)	MKTG 632	3
Major Concentration: Consumer Behavior (MKTG 431)	MKTG 633	3
Major Core: Introduction to Management and Organizational Behavior (upper division standing)	MGMT 405	3
Major Core: Information Systems for Management (ISYS 263, ACCT 100 both with a C- or better)	ISYS 363	3
Major Elective (12 units total) See Note		3

Total: 15

7th Semester Requirements

Requirement	Recommended Courses	Units
Major Concentration: Marketing Management (MKTG 431, MKTG 632, MKTG 633)	MKTG 649	3
Major Core: Operations Management (DS/MATH 110, DS 212, ISYS 263 all with a C- or better, upper division standing)	DS 412	3
Major Core: Seminar on Business and Society (senior standing, BUS 300GW or BUS 360 or DS 660GW, MGMT 405 all with a C- or better)	BUS 682	3
Major Elective (12 units total) See Note	MKTG 567	3
Upper Division GE: UD-B		3

Total: 15

8th Semester Requirements		
Requirement	**Recommended Courses**	**Units**
Major Core: Seminar in Business Policy and Strategic Management (upper division standing; BUS 360 or BUS 300GW or DS 660GW, FIN 350, DS 412, MKTG 431, MGMT 405, ISYS 363 or ACCT 307 all with a C- or better)	BUS 690	3
Major Elective (12 units total) See Note	Take 2	6
Sf State Studies or University Elective	Take 2	6

Total: 15

Note: Electives
Select 4 of the following or other courses on advisement:
MKTG 432 Public Relations
MKTG 433 Personal Selling
MKTG 434 Advertising Theory and Practice
MKTG 436 Retail Management
MKTG 440 Advertising Creativity and Production
MKTG 441 Business to Business Marketing
MKTG 443 Sales Promotion and Publicity
MKTG 469 Digital Marketing
MKTG 567 Internship in Marketing*
MKTG 637 Sales Management
MKTG 644 Services Marketing
MKTG 660 Marketing Analytics
MKTG 675 Brand Management
MKTG 680 International Marketing Management
MKTG 688 New Product Management Seminar

**MKTG 567 is recommended for all majors. Please contact the Department Chair for more information about the Marketing Department's Internship Program.*

Note: Course titles are followed by (Prerequisites; *requirements satisfied*)