

BUSINESS ADMINISTRATION, BS, MARKETING CONCENTRATION

Business and Public Administration (bpa) (<https://catalog.csub.edu/general-information/csub-information/school-business-public-administration/>)

Department of Management and Marketing (<https://catalog.csub.edu/general-information/csub-information/school-business-public-administration/department-management-marketing/>)

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<http://www.csub.edu/bpa> (<http://www.csub.edu/bpa/>)

Program Maps for Business and Public Administration (<https://programmmap.csub.edu/academics/interest-clusters/4ca27785-7a7d-4430-a88c-14b0cb704529/>)

Program Requirements

This curriculum is designed for the student who wishes to earn a Bachelor of Science degree with a major in Business Administration. It has two major components:

1. required lower and upper division courses which provide a foundation for understanding business organizations, their operations, and their place in the global economic, political, and social world;
2. a concentration of courses which permit an in-depth study of a selected aspect of business activity.

Courses requiring a specific prerequisite may be taken only after the prerequisite has been completed.

Note: Business Administration majors shall not be enrolled in any upper division Business Administration course unless they have:

1. Completed all courses in the Lower Division Foundation Core; and
2. Attained junior status (completed at least 60 semester hours of course work counting toward the 120 semester hours needed for graduation).

Code	Title	Units
General Education Requirements		
	First-Year Seminar (FYS) ²	0
	Lower Division Area A: Foundational Skills	9
	Lower Division Area B: Natural Sciences	6
	Lower Division Area C: Arts and Humanities	6
	Lower Division Area D: Social and Behavioral Sciences ¹	0
	Lower Division Area E: Student Enrichment and Lifelong Learning (SELF) ¹	0
	Lower Division Area F: Ethnic Studies	3
	American Institutions: Government and History	6

	Junior Year Diversity & Reflection (JYDR) ¹	0
	Graduation Writing Assessment Requirement (GWAR)	3
	Upper Division Thematic Area B and C	6
	General Education Capstone ¹	0
	General Education Subtotal	39

Major Requirements

<i>Required Lower Division Foundation Core</i>		
BA 1028	First Year Seminar for Business Majors ²	3
BA 1000	Introduction to Business	3
ACCT 2200	Introduction to Financial Reporting and Accounting	3
ACCT 2210	Introduction to Managerial Accounting	3
ECON 2018	Essentials of Micro-Economics	3
ECON 2028	Essentials of Macro-Economics	3
BA 2200	Quantitative Tools for Business and Economists	4
	or ECON 2200 Quantitative Tools for Business and Economists	
MATH 2200	Introduction to Statistical Concepts and Methods	4
MIS 2000	Software Productivity Tools	1
BA 2100	Legal Environment of Domestic and International Business	3

<i>Required Upper Division Core Courses</i>		
BA 3008	Diversity in Business Organizations	3
BA 3010	Data Analysis & Decision Making	3
BA 3108	Business And Society	3
BA 4908	Senior Seminar	1
FIN 3000	Financial Management	3
MGMT 3000	Organizational Behavior	3
MGMT 3020	Introduction to Operations Management	3
MGMT 4000	Strategic Management	3
MKTG 3000	Marketing Principles ³	3
MIS 3000	Management Information Systems: Concepts and Applications	3
MGMT 3100	Human Resource Management	3
	Core Subtotal	61

Marketing Concentration

MGMT 3100 and BA 3008 must be taken as part of the upper division core		
	Select four of the following:	12
	MKTG 3010 Consumer Behavior	
	MKTG 3020 Advertising & Public Relations	
	MKTG 3040 Professional Selling	
	MKTG 4050 Sales Management	
	MKTG 4060 Marketing Channels	
	MKTG 4100 Digital Marketing	
	MKTG 4200 Global Marketing	
	MKTG 4300 Services Marketing	
MKTG 4000	Marketing Research and Control ⁴	3
	or MKTG 4900 Marketing Planning and Problem Solving	
	Concentration Subtotal	15
	Additional Units Needed Towards Graduation	5
	Total Units	120

¹ Areas B4 (MATH 2200), D (ECON 2018/2028), SELF (BA 1028), JYDR (BA 3008/ECON 3008), Upper Division D (BA 3108), and Capstone (BA 4908) are satisfied via major requirements.

² BA 1028 First Year Seminar for Business Majors counts for FYS & SELF. Transfers students with at least 30 units are not required to take BA 1028 for FYS. SELF is required for all students.

³ These courses cannot be double counted in the concentrations.

⁴ Note: Students may take MKTG 4000 Marketing Research and Control and MKTG 4900 Marketing Planning and Problem Solving plus three more courses from the selection list above.

Note: One (1) semester unit of credit normally represents one hour of in-class work and 2-3 hours of outside study per week.