Advising Road Map

Major:	BS Business Administration
Concentration in:	Marketing
Total Units to Degree:	120
Academic Year:	2016-17

The following road map is an advising tool that outlines a path of courses a student can take to complete requirements for graduation. This roadmap should be used in consultation with the catalog and your department to identify additional requirements for completing the major (for example course grade minimums). Students must have 60+ units in order to take SJSU Studies courses.

Fall Semester- Year 1*

Course or Requirement	Units
English 1A (A2)	3
Oral Communications (A1)	3
American Institutions (F1,2,3/D2, 3)	3
ECON 1B - Micro Economics (D1)	4
Total Semester Units:	13

Spring Semester- Year 1

Course or Requirement	Units
English 2 (A3 & Business Pool)	3
Math 71 (Business Pool and B4)	3
ECON 1A - Macro Economics	4
American Institutions (F1,2,3/D2, 3)	3
Human Understanding & Development (E)	3
Total Semester Units:	16

Fall Semester- Year 2

Course or Requirement	Units
BUS1 20 - Financial Accounting	3
BUS3 80 - Legal Environment of Business	3
Arts (C1)	3
Physical Science (B1)	3
BUS4 91L - Computer Tools for Business	1
PE (kinesiology)	1
Register to take WST	
Total Semester Units:	14

Spring Semester- Year 2

Course or Requirement	Units
BUS1 21 - Managerial Accounting	3
BUS2 90 - Business Statistics	3
Life Science with Lab (B2)	3
Letters (C2)	3
Arts or Letters Elective (C1 or C2)	3
PE (kinesiology)	1
Total Semester Units:	16

Fall Semester- Year 3

Course or Requirement	Units
COMM 100W or LLD 100WB or ENGL 100WB (Z)	3
BUS2 130 - Fundamentals of Marketing	3
BUS3 160 - Fundamentals of Management	3
BUS2 190 - Quantitative Business Analysis	3
BUS5 187 - Global Dimensions of Business	3
Total Semester Units:	15

Spring Semester- Year 3

Course or Requirement	Units
BUS2 134A - Consumer Behavior	3
BUS2 138 - Marketing Research	3
BUS5 140 - Fundamentals of Operations Management	3
BUS1 170 - Fundamentals of Finance	3
Culture & Civilazation (V) (Non-Business Global)	3
Total Semester Units:	15

Fall Semester- Year 4

Course or Requirement	Units
BUS 2 134B - Integrated Marketing Communications	3
BUS4 188 - Business Systems & Policy	3
PHIL 186 - Professional Business Ethics (S)	3
MARKETING ELECTIVE	3
MARKETING ELECTIVE	3
Total Semester Units:	15

Spring Semester- Year 4

Course or Requirement	Units
BUS3 189 - Strategic Management	3
BUS2 139 - Marketing Management	3
MARKETING ELECTIVE	3
Earth and Environment (R)	3
University Elective	3
University Elective	1
Total Semester Units:	16

NOTES: * Highly recommend students take BUS3 10 during Year 1. As of Fall 2009, it is required to have grade minimus of "C" or better in BUS1 20, BUS2 90, MATH 71, and ENGL 2. Grades of "C-" earned prior to Fall 2009 will satisfy major requirements, not Core GE. BUS3 189 requires graduating senior status and 100W(B). A "C" or better is required for 100w(b). **Marketing majors must earn grades of "C-" or better in all concentration courses.**