

Business Administration, Marketing Concentration, BS

UNIVERSITY REQUIREMENTS (35 UNITS)

Core Lower Division General Education (24 units)

Of the 39 units required by the university, 15 units may be satisfied by coursework outlined below. Courses that meet GE Areas A1, A2, A3 or B4 must be passed with a "C-" or better to meet the requirement. Consult with major advisor for details.

Upper Division General Education (3 units)

Of the 9 units required by the university, 6 units may be satisfied by coursework outlined below. Consult with major advisor for details.

American Institutions (6 units)

The 6 units of American Institutions (US123) coursework shown below also fulfills GE Areas D2 and D3. Other courses meet the American Institutions requirement, but may not include additional GE areas. The American Studies (AMS 1A/AMS 1B) and Humanities Honors (HUM 1A/HUM 1B, HUM 2A/HUM 2B) programs both offer larger integrated packages that meet this requirement. Consult with major advisor for details.

Complete One Sequence From:

AFRICAN AMERICAN STUDIES (6 UNITS)

AFAM 2A:	African Americans and the Development of America's History and Government (D2)	unit(s) 3
AFAM 2B:	African Americans and the Development of America's History and Government (D3+US123)	unit(s) 3

ASIAN AMERICAN STUDIES (6 UNITS)

AAS 33A:	Asian Americans in U.S. History I (D2)	unit(s) 3
AAS 33B:	Asian Americans in U.S. History II (D3+US123)	unit(s) 3

U.S. HISTORY AND GOVERNMENT (6 UNITS)

HIST 15:	Essentials of U.S. History (D2+US1)	unit(s) 3
POLS 15:	Essentials of U.S. & California Government (D3+US23)	unit(s) 3

CHICANA AND CHICANO STUDIES (6 UNITS)

CCS 10A:	Mexican Americans and the Development of U.S. History and Government (D2)	unit(s) 3
CCS 10B:	Mexican Americans and the Development of U.S. History and Government (D3+US123)	unit(s) 3

Physical Education (2 units)

Graduation Writing Assessment Requirement

At SJSU, students must pass both the SJSU Writing Skills Test (WST) and a 100W course. Exceptions to the GWAR may be found at Graduation Writing Assessment Requirement (GWAR).

A grade of C or better (C- not accepted) is required to meet graduation requirement.

MAJOR PREPARATION (17 UNITS)

ECON 1A:	Principles of Economics: Macroeconomics	unit(s) 4
ECON 1B:	Principles of Economics: Microeconomics (D1)	unit(s) 4
ENGL 2:	Critical Thinking and Writing (A3) (or equivalent.)	unit(s) 3
MATH 71:	Calculus for Business and Aviation (B4)(Transfer students with MATH 30 (C or better) may use this in lieu of MATH 71).	unit(s) 3

Complete One Course From:

COMM 100W:	Writing Workshop: Writing for Influence (Z)	unit(s) 3
ENGL 100WB:	Written Communication: Business (Z)	unit(s) 3
LLD 100WB:	Writing Workshop for Business Students (Z)	unit(s) 3
ECON 1A:	Principles of Economics: Macroeconomics	unit(s) 4
ECON 1B:	Principles of Economics: Microeconomics (D1)	unit(s) 4
ENGL 2:	Critical Thinking and Writing (A3) (or equivalent.)	unit(s) 3
MATH 71:	Calculus for Business and Aviation (B4)(Transfer students with MATH 30 (C or better) may use this in lieu of MATH 71).	unit(s) 3

MAJOR REQUIREMENTS (64 UNITS)

Core Courses (43 units)

LOWER DIVISION COURSES (13 UNITS)

BUS3 10:	Discovering Business	unit(s) 3
	<i>(0 units required)(</i>	
	<i>BUS3 10 is not required, but recommended)</i>	
BUS1 20:	Financial Accounting	unit(s) 3
BUS1 21:	Managerial Accounting	unit(s) 3
BUS3 80:	Legal Environment of Business	unit(s) 3
BUS2 90:	Business Statistics	unit(s) 3
	<i>(Transfer students with</i>	
	<i>STAT 95 (C or better) may use this in lieu of BUS2 90.) . .</i>	
BUS4 91L:	Computer Tools for Business	unit(s) 1

UPPER DIVISION BUSINESS FUNDAMENTALS COURSES (15 UNITS)

BUS2 130:	Introduction to Marketing	unit(s) 3
BUS5 140:	Fundamentals of Operations Management	unit(s) 3
BUS3 160:	Fundamentals of Management and Organizational Behavior	unit(s) 3
BUS1 170:	Fundamentals of Finance	unit(s) 3
BUS2 190:	Quantitative Business Analysis	unit(s) 3

UPPER DIVISION BUSINESS INTEGRATION AND PERSPECTIVES COURSES (15 UNITS)

BUS3 189:	Strategic Management	unit(s) 3
BUS4 188:	Business Systems and Policy	unit(s) 3
BUS5 187:	Global Dimensions of Business	unit(s) 3
PHIL 186:	Professional and Business Ethics (S)	unit(s) 3
	One non-business global perspectives course in Area V 3	unit(s)

Concentration Requirements (21 units)

Additional requirements for graduation: to qualify for a baccalaureate degree in business administration with a marketing concentration, all marketing courses must be completed with a grade of "C-" or better. Marketing courses are those numbered in the BUS2 130 - BUS2 139 sequence.

REQUIRED COURSES (12 UNITS)

BUS2 134A:	Consumer Behavior	unit(s) 3
BUS2 134B:	Integrated Marketing Communications . . .	unit(s) 3
BUS2 138:	Marketing Research	unit(s) 3
BUS2 139:	Marketing Management	unit(s) 3

ADDITIONAL COURSES (9 UNITS)

Complete three courses from:

BUS2 131D:	Marketing in New Ventures	unit(s) 3
BUS2 131B:	Retail Marketing Management	unit(s) 3
BUS2 131A:	Business to Business Marketing	unit(s) 3
BUS2 132B:	Business Logistics	unit(s) 3
BUS2 133A:	International Marketing	unit(s) 3
BUS2 133B:	Relationship Marketing: Pacific Rim	unit(s) 3
BUS2 133C:	International Marketing: Developing Nations	unit(s) 3
BUS2 134C:	Social Media Marketing	unit(s) 3
BUS2 135:	Sales Management	unit(s) 3
BUS2 136:	Product Development	unit(s) 3
BUS2 137A:	Soft Skills	unit(s) 3
BUS2 137S:	Special Topics in Marketing	unit(s) 3

UNIVERSITY ELECTIVES (4 UNITS)

TOTAL UNITS REQUIRED (120 UNITS)

Advising Road Map

Major:	BS Business Administration
Concentration in:	Marketing
Total Units to Degree:	120
Academic Year:	2020-2021

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 an advisor in the Jack Holland Student Success Center to identify additional requirements for completing the major (for example course grade minimums). Students must have 60+ units and Pass the Writing Skills Test (WST) in order to take SJSU Studies courses.

Fall Semester - Year 1

Course or Requirement	Units
Econ 1B - Microeconomics (GE: Human Behavior - D) ¹	4
Engl 1A (GE: Written Communication I - A2)	3
GE: Oral Communication - A1	3
GE: Arts - C1	3
University Electives - Recommendation: Bus5 16	3
Total Semester Units:	16

Spring Semester - Year 1

Course or Requirement	Units
Econ 1A - Macroeconomics ¹	4
Engl 2 (GE: Critical Thinking & Writing - A3) ²	3
Math 71/71X (GE: Mathematical Concepts - B4) ²	3
GE: Letters - C2	3
Bus3 12 - Managing My Life (GE: Human Dev. - E)	3
Total Semester Units:	16

Fall Semester - Year 2

Course or Requirement	Units
Bus3 80 - Legal Envir. Of Business	3
Bus1 20 - Financial Accounting ⁴	3
GE: Comp. Systems - D2 & American Inst. (U.S. 1-2-3) ³	3
GE: Physical Science - B1 (Take 1 Lab - B3 with B1 or B2)	3
Bus4 91L - Computer Tools for Business	1
Physical Education (Subject Code: KIN - 1 unit)	1
Register & Pass the Writing Skills Test (WST)	
Total Semester Units:	14

Spring Semester - Year 2

Course or Requirement	Units
Bus2 90 - Business Statistics ⁴	3
Bus1 21 - Managerial Accounting	3
GE: Social Issues - D3 & American Inst. (U.S. 1-2-3) ³	3
GE: Life Science - B2 (Take 1 Lab - B3 with B1 or B2)	3
GE: 1 Additional Arts or Letters (C1 or C2)	3
Physical Education (Subject Code: KIN - 1 unit)	1
Complete 60 units to reach Upper-Division Standing	
Total Semester Units:	16

Fall Semester - Year 3

Course or Requirement	Units
Comm 100W ⁵ or Engl 100WB ⁵ or LLD 100WB ⁵	3
Bus2 130 - Introduction to Marketing ⁷	3
Bus3 160 - Fundamentals of Mgmt. & Org. Behvr.	3
Bus5 187 - Global Dimensions of Business	3
SJSU Studies: Culture, Civil & Global Undstdg (Area V) ⁶ Note: Area V also fulfills Non-Business Global Perspectives - a major requirement	3
Total Semester Units:	15

Spring Semester - Year 3

Course or Requirement	Units
Bus2 134A - Consumer Behavior ⁷	3
Bus2 138 - Marketing Research ⁷	3
Bus5 140 - Fundamentals of Operations Management	3
Bus1 170 - Fundamentals of Finance	3
Bus3/Phil 186 - Business Ethics (SJSU Studies: Area S) ⁶ Note: Business Ethics is a major requirement	3
Total Semester Units:	15

Fall Semester - Year 4

Course or Requirement	Units
Bus2 134B - Integrated Marketing Communications ⁷	3
Marketing Elective #1 ⁷	3
Marketing Elective #2 ⁷	3
Bus4 188 - Business Systems & Policy	3
Bus2 190 - Quantitative Business Analysis	3
Total Semester Units:	15

Spring Semester - Year 4

Course or Requirement	Units
Bus2 139 - Marketing Management ⁷	3
Bus3 189 - Strategic Management	3
Marketing Elective #3 ⁷	3
SJSU Studies: Earth & Environment (Area R) ⁶	3
University Electives ⁸	1
Total Semester Units:	13

NOTES: This plan requires a student to meet assessment or exam criteria to be eligible to enroll in English 1A and Math 71/71X.

¹Preparation for the Major; ²Preparation for the Major and a "C" grade or better; ³Consult an advisor to determine your best option; ⁴Course requires a "C" grade or better; ⁵Prerequisite Pass WST and a "C" grade or better is required; ⁶Prerequisite Pass WST; ⁷Course requires a "C-" grade or better; ⁸If needed to reach 120 units, students may take any course. L = Lab; X = supplemental workshop required; W = Writing; WB = Writing for Business