

## Business Administration, Marketing Concentration, BS

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Business graduates with a Marketing concentration are prepared to pursue careers in small business and retail store management; in marketing, product or advertising management; also direct marketing, customer service and sales. The Marketing program, offered by the [Department of Marketing and Business Analytics](#), focuses on the business function concerned with market definition and objectives, product or service development, customer segmentation and product positioning, sales management, advertising and promotion, pricing and distribution.

- [Program Learning Outcomes](#)

### Summary of Degree Units

University Graduation Requirements	38
Major Preparation	15
Major Core Requirements	43
Concentration Requirements	21
University Electives	3
<b>Total</b>	<b>120</b>

### Program Roadmaps

The 4-Year [Roadmap](#) is available online. Roadmaps should be used in consultation with the catalog and your advisor to identify additional requirements for completing the major (for example, course grade minimums).

### Major-Specific Graduation Requirements

All courses in the Concentration Requirements for Marketing must be completed with a grade of “C- or better”. The following Preparation for the Major and Required for the Major courses must be completed with a grade of “C or better”: [ENGL 2](#), [MATH 71](#), [BUS1 20](#), [BUS2 90](#), [BUS2 130](#).

## University Requirements

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Students must satisfy all of the major and [Undergraduate University Graduation Requirements](#), which includes unit, GPA, and residency requirements as well as the below identified [General Education](#), American Institutions, Graduation Writing Assessment and Physical Education requirements. Courses that meet Undergraduate University Graduation Requirements are noted with an area designation (see [Course Abbreviations](#)).

### Core Lower Division General Education (27 units)

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Of the 39 units required by the university, 12 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)

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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)

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Complete one 6 unit sequence of American Institutions (US123) courses, which also satisfies GE Area D. Students may also satisfy the [American Institutions Requirement](#) with other courses, but these may not satisfy other GE areas.

The American Studies ([AMS 1A/AMS 1B](#); 12 units) and Humanities Honors ([HUM 1A/HUM 1B/HUM 2A/HUM 2B](#); 24 units) sequences satisfy the American Institutions Requirement and additional GE Areas (see the course description for details).

Consult with a major advisor to select the appropriate sequence.

## African American Studies (6 units)

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- [AFAM 2A - African Americans and the Development of America's History and Government](#) 3 unit(s) (D)
- [AFAM 2B - African Americans and the Development of America's History and Government](#) 3 unit(s) (D+US123)

## Asian American Studies (6 units)

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- [AAS 33A - Asian Americans in U.S. History I](#) 3 unit(s) (D)
- [AAS 33B - Asian Americans in U.S. History II](#) 3 unit(s) (D+US123)

## Chicana and Chicano Studies (6 units)

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- [CCS 10A - Mexican Americans and the Development of U.S. History and Government](#) 3 unit(s) (D)
- [CCS 10B - Mexican Americans and the Development of U.S. History and Government](#) 3 unit(s) (D+US123)

## U.S. History and Government (6 units)

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- [HIST 15 - Essentials of U.S. History](#) 3 unit(s) (D+US1)
- [POLS 15 - Essentials of U.S. & California Government](#) 3 unit(s) (D+US23)

## Physical Education (2 units)

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All SJSU undergraduate students, regardless of major, have an opportunity to expand their knowledge and skills in physical activities. To accommodate students' needs and interests, the university offers a [diverse selection of activity courses](#).

## Graduation Writing Assessment Requirement

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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 (15 units)

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

## Written Communication (3 units)

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- [COMM 100W - Writing Workshop: Writing for Influence](#) 3 unit(s) (Z)
- [ENGL 100WB - Written Communication: Business](#) 3 unit(s) (Z)
- [LLD 100WB - Writing Workshop for Business Students](#) 3 unit(s) (Z)

## Major Requirements (64 units)

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## Core Courses (43 units)

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### Lower Division Courses (13 units)

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- [BUS1 20 - Financial Accounting](#) 3 unit(s)
- [BUS1 21 - Managerial Accounting](#) 3 unit(s)
- [BUS3 80 - Legal Environment of Business](#) 3 unit(s)
- [BUS2 90 - Business Statistics](#) 3 unit(s) (Transfer students with [STAT 95](#) (C or better) may use this in lieu of [BUS2 90](#).)
- [BUS4 91L - Computer Tools for Business](#) 1 unit(s)

### Upper Division Business Fundamentals Courses (15 units)

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

### Upper Division Business Integration and Perspectives Courses (15 units)

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

## Concentration Requirements (21 units)

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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)

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- [BUS2 134A - Consumer Behavior](#) 3 unit(s)
- [BUS2 134B - Integrated Marketing Communications](#) 3 unit(s)
- [BUS2 138 - Marketing Research](#) 3 unit(s)
- [BUS2 139 - Marketing Management](#) 3 unit(s)

### Additional Courses (9 units)

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Complete three courses from:

- [BUS2 131A - Business to Business Marketing](#) 3 unit(s)
- [BUS2 131B - Retail Marketing Management](#) 3 unit(s)
- [BUS2 131D - Marketing in New Ventures](#) 3 unit(s)
- [BUS2 132B - Business Logistics](#) 3 unit(s)
- [BUS2 133A - International Marketing](#) 3 unit(s)
- [BUS2 133B - Relationship Marketing: Pacific Rim](#) 3 unit(s)
- [BUS2 133C - International Marketing: Developing Nations](#) 3 unit(s)
- [BUS2 134C - Social Media Marketing](#) 3 unit(s)
- [BUS2 135 - Sales Management](#) 3 unit(s)
- [BUS2 135B - Services Marketing](#) 3 unit(s)

- [BUS2 136 - Product Development](#) *3 unit(s)*
- [BUS2 137A - Soft Skills](#) *3 unit(s)*
- [BUS2 137H - Marketing Honors Practicum](#) *3 unit(s)*
- [BUS2 137S - Special Topics in Marketing](#) *3 unit(s)*

## **University Electives (3 units)**

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## **Total Units Required (120 units)**

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## Business Administration, Marketing Concentration, BS (2021-2022)

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The following roadmap is a sample advising map to complete the degree program in four years. Please consult your [MyPlanner](#) and [major advisor](#) as you develop your individualized academic plan. Students must have completed 60+ units in order to enroll in SJSU Studies courses.

[Year 1](#) | [Year 2](#) | [Year 3](#) | [Year 4](#)

### Year 1

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#### Fall Semester (15 units)

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- [ECON 1B - Principles of Economics: Microeconomics](#) 3 unit(s) (D) <sup>1</sup>
- [ENGL 1A - First Year Writing](#) 3 unit(s) (A2)
- [GE Area A1](#) 3 unit(s)
- [GE Area C1](#) 3 unit(s)
- [BUS3 12 - Managing My life](#) 3 unit(s) (E)

#### Spring Semester (15 units)

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- [ECON 1A - Principles of Economics: Macroeconomics](#) 3 unit(s) <sup>1</sup>
- [ENGL 2 - Critical Thinking and Writing](#) 3 unit(s) (A3) <sup>2</sup>
- [MATH 71 OR MATH 71X - Calculus for Business and Aviation](#) 3 unit(s) (B4) <sup>2</sup>  
*Note: MATH 71X requires enrollment in [MATH 71W](#).*
- [GE Area C2](#) 3 unit(s)
- [GE Area F](#) 3 unit(s)



### Year 2

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#### Fall Semester (14 units)

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- [BUS3 80 - Legal Environment of Business](#) 3 unit(s)
- [BUS1 20 - Financial Accounting](#) 3 unit(s) <sup>4</sup>
- [GE Area D+US123](#) 3 unit(s) <sup>3</sup>
- [GE Area B1+B3](#) 3 unit(s) \*
- [BUS4 91L - Computer Tools for Business](#) 1 unit(s)
- Physical Education 1 unit(s)
- [Writing Skills Test \(WST\)](#) - Taken and Passed

#### Spring Semester (16 units)

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- [BUS2 90 - Business Statistics](#) 3 unit(s) <sup>4</sup>
- [BUS1 21 - Managerial Accounting](#) 3 unit(s)
- [GE Area D+US123](#) 3 unit(s) <sup>3</sup>

- [GE Area B2+B3](#) 3 unit(s) \*
- [GE Area C1 or C2](#) 3 unit(s)
- Physical Education 1 unit(s)

*Note: Complete 60 units to reach Upper Division Standing.*

## Year 3

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### Fall Semester (15 units)

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- [COMM 100W - Writing Workshop: Writing for Influence](#), [ENGL 100WB - Written Communication: Business](#), **OR** [LLD 100WB - Writing Workshop for Business Students](#) 3 unit(s) (Z) <sup>5</sup>
- [BUS2 130 - Introduction to Marketing](#) 3 unit(s) <sup>7</sup>
- [BUS3 160 - Fundamentals of Management and Organizational Behavior](#) 3 unit(s)
- [BUS5 187 - Global Dimensions of Business](#) 3 unit(s)
- [SJSU Studies Area V](#) 3 unit(s) <sup>6</sup>

*Note: Area V also fulfills Non-Business Global Perspectives (a major requirement).*

### Spring Semester (15 units)

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- [BUS2 134A - Consumer Behavior](#) 3 unit(s) <sup>7</sup>
- [BUS2 138 - Marketing Research](#) 3 unit(s) <sup>7</sup>
- [BUS5 140 - Fundamentals of Operations Management](#) 3 unit(s)
- [BUS1 170 - Fundamentals of Finance](#) 3 unit(s)
- [BUS3 186/PHIL 186 - Professional and Business Ethics](#) 3 unit(s) <sup>6</sup>

*Note: BUS3/PHIL 186 is a major requirement.*

- [Apply to Graduate](#)

## Year 4

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### Fall Semester (15 units)

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- [BUS2 134B - Integrated Marketing Communications](#) 3 unit(s) <sup>7</sup>
- Marketing Elective #1 3 unit(s) <sup>7</sup>
- Marketing Elective #2 3 unit(s) <sup>7</sup>
- [BUS4 188 - Business Systems and Policy](#) 3 unit(s)
- [BUS2 190 - Quantitative Business Analysis](#) 3 unit(s)

### Spring Semester (15 units)

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- [BUS2 139 - Marketing Management](#) 3 unit(s) <sup>7</sup>
- [BUS3 189 - Strategic Management](#) 3 unit(s)
- Marketing Elective #3 3 unit(s) <sup>7</sup>
- [SJSU Studies Area R](#) 3 unit(s) <sup>6</sup>
- University Elective - Lower or Upper Division 3 unit(s) <sup>8</sup>

## Roadmap Notes

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<sup>1</sup> Preparation for the Major

<sup>2</sup> Preparation for the Major and a “C” grade or better

<sup>3</sup> Consult an advisor to determine your best option

<sup>4</sup> Course requires a “C” grade or better

<sup>5</sup> Prerequisite Pass WST and a “C” grade or better is required

<sup>6</sup> Prerequisite Pass WST

<sup>7</sup> Course requires a “C-” grade or better

<sup>8</sup> If needed to reach 120 units, students may take any course

\* Either B1 or B2 must be taken with a [B3 - Laboratory](#).

L = Lab; X = supplemental workshop required; W = Writing; WB = Writing for Business

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