

BS IN BUSINESS ADMINISTRATION (MARKETING)

Units required for the Major: 66 units

Minimum total units required for the BS: 120

Program Description

Students may choose either the Marketing Track or the Supply Chain Management Track

The Marketing Track emphasizes the conceptual understanding and development of professional skills essential to marketing-oriented careers in such fields as e-commerce, advertising, public relations, product and service management, retail management, international marketing, marketing research, and sales management. Consideration is given to the roles of marketing in a global economy, in our society, and within both profit and not-for-profit organizations. The study of marketing includes human behavior, communication, entrepreneurship, problem solving, technological innovation, ethics, and environmentalism. For nonbusiness majors, the study of marketing provides a perspective of how organizations can satisfy the needs of their constituencies.

The Supply Chain Management (SCM) Track is concerned with organizations, methods, and processes employed in managing and improving supply chain and operations systems which provide goods or services to fulfill customer needs and wants in both local and global markets in a flexible, adaptable, reliable, cost effective and sustainable manner. Students who select the SCM Track are provided with a well-balanced program of qualitative and quantitative subject matter and should be able to assume first-line staff or management positions in supply chain and operations systems for manufacturing, service, or government organizations.

Note: The use of the words “business administration” throughout this section refers to courses designated as Accountancy (ACCY), Accounting Information Systems (AIS), Decision Sciences (DS), Entrepreneurship (ENTR), Finance (FIN), General Management (GM), Human Resources/Organizational Behavior (HROB), International Business (IBUS), Management (MGMT), Management Information Science (MIS), Marketing (MKTG), and Operations Management (OPM).

Note: Students graduating with a Bachelor of Science in Business Administration (all concentrations) will not be subject to the University’s Foreign Language Graduation Requirement. Students who change major may be subject to the University’s Foreign Language Graduation Requirement.

Note: At least 15 units of upper division business administration courses must be taken in residence at (or under the auspices of) California State University, Sacramento. Of these 15 units, a minimum of nine units must be in upper division courses in the concentration.

Pre-Requisite Requirements

A student **may not enroll** in any of the Major program or Concentration courses until he/she has completed the Pre-Requisite lower division program with a grade of “C-” or better in each course and an overall GPA

of 2.0 (“C”), with the exception of MATH 24 which requires a minimum acceptable grade of “C” or better.

Students enrolled as Expressed Interest in Business may enroll in the following courses after completing the lower division pre-requisite requirements:

Code	Title	Units
MIS 15	Introduction to Business Programming (for MIS majors only)	3
DS 101	Data Analysis for Managers	3
MGMT 102	Business Communications	3
HROB 101	The Management of Contemporary Organizations	3

MIS 1, MIS 2 and MIS 3 are a prerequisite for all the above courses.

Computer Literacy

All business majors and pre-majors shall demonstrate computer literacy and competency **prior** to taking 100-level courses. This requires completing MIS 1, MIS 2 and MIS 3 (or equivalent), or passing scores on examinations in each of the following areas:

- Concepts covered in MIS 1: Word Processing
- Concepts covered in MIS 2: Basic facility with spreadsheets using the College’s standard spreadsheet package.
- Concepts covered in MIS 3: Presentation graphics.

Students may acquire the requisite skills by successfully completing the MIS 1, MIS 2 and MIS 3 courses. Students who acquire the requisite skills by other means need only pass the examinations. Contact the Office of the Associate Dean for Academic Programs for more information or refer to Undergraduate Business Advising Center Computer Literacy and Competency website (<http://www.csus.edu/cba/ubac/computerliteracychallengeexam.html>).

Minimum Grade Requirements

The purpose of this requirement is to assure that all business administration students attain the minimum level of competency in all their coursework required for the business administration degree.

The minimum acceptable grade for any undergraduate course required for the business administration degree is “C-” with the exception of MATH 24 which requires a minimum acceptable grade of “C” or better.

A minimum grade point average of 2.0 (“C”) is required in the Pre-Requisite courses, Major Core courses, and the Concentration courses presented for the degree.

Program Requirements

Code	Title	Units
Required Lower Division (Pre-Requisites) Courses (21 Units)		
ACCY 1	Accounting Fundamentals	3
ACCY 2	Managerial Accounting	3
ECON 1A	Introduction to Macroeconomic Analysis	3
ECON 1B	Introduction to Microeconomic Analysis	3
MATH 24	Modern Business Mathematics	3
MGMT 10	Introduction to Business Law	3
STAT 1	Introduction to Statistics	3
Total Units		21

When enrolled in the last of the pre-requisite courses, students must file a Change of Major Petition in the Undergraduate Business Advising Center in the College of Business Administration (Tahoe Hall 1030) to officially declare Business Administration as their major. The deadline to file a Change of Major Petition is October 1st for the following spring semester, or March 1st for the following fall semester.

Students who do not complete the required prerequisites as presented in the following Business Major program are subject to being administratively dropped from courses in which they are inappropriately enrolled.

Code	Title	Units
Required Upper Division (Major) Core Courses (24 Units)		
DS 101	Data Analysis for Managers	3
FIN 101	Business Finance	3
GM 105	Strategic Management	3
HROB 101	The Management of Contemporary Organizations	3
MGMT 102	Business Communications	3
MIS 101	Computer Information Systems for Management	3
MKTG 101	Principles Of Marketing	3
OPM 101	Operations Management	3
Total Units		24

Marketing (MKTG) Concentration (21 units)

Marketing Track

Code	Title	Units
Group A Required Courses (9 Units)		
MKTG 121	Marketing Research and Information	3
MKTG 122	Buyer Behavior	3
MKTG 129	Marketing Management	3
Group B Electives (9 Units)		
Select three of the following:		9
MKTG 115	Marketing Analytics	
MKTG 123	Public Relations and Ethics in Business	
MKTG 124	Retail Management	
MKTG 125	Advertising	
MKTG 130	Digital Marketing	
MKTG 181	Supply Chain Logistics Management	
MKTG 190	Multinational Marketing	
Group C Electives (3 Units)		
Select one of the following or any course not taken from Group B:		3
BUS 162	Project Management	
ENTR 187	Entrepreneurship	
FIN 134	Financial Management	
IBUS 190	International Business	
MKTG 160	Principles of Quality Management	
MKTG 199	Special Problems in Marketing	
Total Units		21

Supply Chain Management Track

Code	Title	Units
Group A Required Courses (9 Units)		

MKTG 121	Marketing Research and Information	3
MKTG 160	Principles of Quality Management	3
MKTG 181	Supply Chain Logistics Management	3
Group B Courses (9 Units)		
Select three of the following:		9
MKTG 129	Marketing Management	
MKTG 186	Advanced Operations Planning and Control	
MKTG 188	Supply Chain Modeling and Analysis	
MKTG 190	Multinational Marketing	
Group C Electives (3 Units)		
Select one of the following or any course not taken from Group B:		3
ACCY 121	Cost Accounting	
ACCY 122	Advanced Management Accounting	
ACCY 190	International Accounting	
GM 170	Fundamentals of Business Strategy	
BUS 162	Project Management	
HROB 155	Conflict Management and Negotiation	
IBUS 190	International Business	
MIS 132	Management Science Techniques	
MIS 163	Business Process Engineering and ERP Configuration	
MIS 171	Enterprise Resource Planning Systems	
MKTG 115	Marketing Analytics	
MKTG 124	Retail Management	
MKTG 130	Digital Marketing	
MKTG 199A	Special Problems in Supply Chain Management	
Total Units		21