

BS IN BUSINESS ADMINISTRATION (MARKETING)

Units required for Major: 66

Total units required for BS: 120

Program Description

The Marketing concentration 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.

Note: The use of the words “business administration” throughout this section refers to courses designated as Accountancy (ACCY), Accounting Information Systems (AIS), Business Administration (BUS), 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 they have 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
DS 101	Introduction to Business Analytics	3
MGMT 102	Business Communications	3
HROB 101	The Management of Contemporary Organizations	3

Computer Literacy

All business majors must meet spreadsheet competency **prior** to taking upper division courses in the major. This requires completing MIS 10 or equivalent.

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 ¹	3
ECON 1B	Introduction to Microeconomic Analysis ¹	3
MATH 24	Modern Business Mathematics ¹	3
MGMT 10	Introduction to Business Law	3
STAT 1	Introduction to Statistics ¹	3
Total Units		21

¹ Course also satisfies General Education (GE)/Graduation Requirement.

After completing the last of the pre-requisite courses, students must file a supplemental business application to officially apply to Business Administration as their major. Visit <https://www.csus.edu/college/business-administration/undergraduate/advising/impacted-major.html> for more information.

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	Introduction to Business Analytics	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)

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 140	Sports 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	
OPM 120	Service Operations Management	
Total Units		21

General Education Requirements¹

Code	Title	Units
Area 1: English Communication (9 Units)		
1A	English Composition	3
1B	Critical Thinking	3
1C	Oral Communication	3
Area 2: Mathematical Concepts and Quantitative Reasoning (3 Units)		
Area 2 Course	Lower Division	3
Area 3: The Arts and Humanities (6 Units)		
3A	Arts	3
3B	Humanities	3
Area 4: Social and Behavioral Sciences (6 Units)		
Area 4 Course	Lower Division	3
Area 4 Course	Lower Division	3
Area 5: Physical and Biological Sciences (7 Units)		
5A	Physical Science	3
5B	Biological Science	3
5C	Laboratory	1
Area 6: Ethnic Studies (3 Units)		
Area 6 Course		3
Upper Division Courses: (9 Units)		
Area 3 Course	Upper Division	3
Area 4 Course	Upper Division	3

Area 2 OR Area 5 Course - Upper Division	3
Total Units	43

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).

² Required in Major; also satisfies GE.

Graduation Requirements¹

Code	Title	Units
Graduation Requirements (required by CSU) (9 Units)		
American Institutions: U.S. History		3
American Institutions: U.S. Constitution & CA Government		3
Writing Intensive (WI)		3
Graduation Requirements (required by Sacramento State) (6 Units)		
English Composition II		3
Race and Ethnicity in American Society (RE)		3
Foreign Language Proficiency Requirement ²		0

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).

² If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: <https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html>

Note: Students with a declared major of BS in Business Administration (all concentrations) are exempt from the Foreign Language Graduation Requirement.

The following roadmaps are sample planning resources. Please consult your academic advisor and Academic Catalog for graduation requirements as you develop your individualized academic plan.

Business Administration (Marketing), BS: 4-Year Roadmap

Course	Title	Units
Year 1		
First Semester		
ECON 1B	Introduction to Microeconomic Analysis	3
MATH 24	Modern Business Mathematics	3
MIS 10	Business Applications	2
GE Area 1A	English Composition ²	3
Elective of Choice		3
Units		14

Second Semester		
ACCY 1	Accounting Fundamentals	3
ECON 1A	Introduction to Macroeconomic Analysis	3
MGMT 10	Introduction to Business Law	3
GE Area 1C - Oral Communication ²		3
GE Area 6 - Ethnic Studies ²		3
Units		15
Year 2		
First Semester		
ACCY 2	Managerial Accounting	3
STAT 1	Introduction to Statistics	3
GE Area 1B - Critical Thinking ²		3
GE Area 3B - Humanities ²		3
GR American Institutions (US History) ²		3
Units		15
Second Semester		
ENGL 20	College Composition II	3
GE Area 3A - Arts ²		3
GE Area 5B - Biological Science ²		3
GR American Institutions (GOVT) ²		3
Elective of Choice		3
Units		15
Year 3		
First Semester		
DS 101	Introduction to Business Analytics	3
MGMT 102	Business Communications	3
MKTG 101	Principles Of Marketing	3
GE Area 5A - Physical Science ²		3
GE Area 5C - Laboratory ²		1
Elective of Choice		3
Units		16
Second Semester		
HROB 101	The Management of Contemporary Organizations	3
MKTG 121	Marketing Research and Information	3
OPM 101	Operations Management	3
MKTG Group B Elective ³		3
Upper Division GE Area 4 - Social & Behavioral Sciences ²		3
Units		15
Year 4		
First Semester		
FIN 101	Business Finance	3
MKTG 122	Buyer Behavior	3
MIS 101	Computer Information Systems for Management	3
MKTG Group B Elective ³		3
Upper Division GE Area 5 or 2 - Science or Mathematical Concepts/Quantitative Reasoning ²		3
Units		15
Second Semester		
GM 105	Strategic Management	3
MKTG 129	Marketing Management	3
MKTG Group B Elective ³		3
MKTG Group B or C Elective ³		3
Upper Division GE Area 3 - Arts or Humanities + Writing Intensive ²		3
Units		15
Total Units		120

Business Administration (Marketing), BS: 2-Year Roadmap

Course	Title	Units
Year 1		
First Semester		
DS 101	Introduction to Business Analytics	3
MKTG 101	Principles Of Marketing	3
MGMT 102	Business Communications	3
OPM 101	Operations Management	3
Upper Division GE Area 4 - Social & Behavioral Sciences + American Institutions (GOVT) ²		3
Units		15
Second Semester		
FIN 101	Business Finance	3
HROB 101	The Management of Contemporary Organizations	3
MKTG 121	Marketing Research and Information	3
MKTG Group B Elective ³		3
Upper Division GE Area 5 or 2 - Science or Mathematical Concepts/Quantitative Reasoning ²		3
Units		15
Year 2		
First Semester		
MKTG 122	Buyer Behavior	3
MIS 101	Computer Information Systems for Management	3
MKTG Group B Elective ³		3
Upper Division GE Area 3 - Arts or Humanities + Writing Intensive ²		3
Elective of Choice		3
Units		15
Second Semester		
GM 105	Strategic Management	3
MKTG 129	Marketing Management	3
MKTG Group B Elective ³		3
MKTG Group B or C Elective ³		3
GR American Institutions (US History) ²		3
Units		15
Total Units		60

¹. Any course not completed in the first semester should be taken in the second or a later semester.

². Please see General Education/Graduation Requirement **course options** (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

³. Please see an academic advisor for elective options.