CATALOG TERM: 2024-2027 **TOTAL UNITS REQUIRED = 120**

BUSINESS ADMINISTRATION

Marketing Option

- This worksheet is intended for supplemental use only. The University will use your Academic Requirements Report (ARR) to track your graduation requirements, including those for your major. Please continue to check your ARR for accuracy. If your ARR requires a correction, please submit an ARR Correction Form.
- Your Degree Planner will display the following requirements in the University's recommended sequence.
- With the exception of MKTG 462A or 462B, all courses used for the major and preparation for the major must be completed with a grade of C (2.0) or higher.
- Continuing or transfer students must complete the Lower-division Pre-Business Core with a minimum GPA of 2.65 or higher.
- First-time Freshmen entering CSUSM in Fall 2026 or later must complete the Lower-division Pre-Business Core with a minimum GPA of 2.75 or higher.
- Fifty percent of the upper-division major coursework must be earned at CSUSM.
- Upon verification of successful completion of the pre-business core requirements, a student will be accepted in the Business Program (i.e., attain business status).

LOWER-DIVISION PRE-BUSINESS CORE (24 UNITS)

*The lower-division Pre-Business Core is a prerequisite for "Business Status" and upper-division Business courses.

✓	Course	Units
	ACCT 203: Introduction to Accounting for Managers	4
	BUS 101: Introduction to Business	2
	BUS 202[+]: Introduction to Business Law	3
	BUS 203[+]: Business Writing	3
	BUS 204[+]: Business Statistics (*sophomore standing)	3
	ECON 201: Principles of Microeconomics	3
	ECON 202: Principles of Macroeconomics	3
	MATH 132: Survey of Calculus (*MATH 105, 115, 125 or pass Calculus Readiness Diagnostic)	3

FOUNDATIONS OF BUSINESS COURSES (16-18 UNITS)

✓	Course	Units
	BUS 300: Business Professional Development (*sophomore standing)	2
	BUS 302: Foundations of Business Environments	2
	BUS 322[#]: Introduction to Data Analytics	2
	FIN 302[#]: Foundations of Finance	2
	MIS 302[#]: Foundations of Management Information Systems	2
	MGMT 302[#]: Foundations of Organizational Behavior	2
	OM 302[#]: Foundations of Operations Management	2

Select 1 of the following courses:

MKTG 302[#]: Foundations of Marketing (2)
MKTG 305[#]: Principles of Marketing (4)

✓	Course	Units
		2-4

MARKETING CORE COURSES (8 UNITS)

**prerequisite; ^pre-/corequisite; [+]course(s) taken more than 10 years ago will not be accepted; [#]equivalent 4-unit course can be substituted for 2-unit course; excess units count toward Electives up to a total of 4 units; [%]students may take MKTG 462A or B, not both.*

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BUSINESS ADMINISTRATION

Marketing Option

✓	Course	Units
	MKTG 442: Marketing Research (*BUS 202 or 304; ^MKTG 302 or 305)	4
	MKTG 445: Consumer Behavior (^MKTG 302 or 305)	4

MARKETING ELECTIVES (20-22 UNITS)

A minimum of 18 units must be selected from the list of electives below. The remaining 4 units may be selected from either the list below or from any 300- and 400-level course in CoBA. Up to 4 units may be taken outside CoBA with prior approval from the Marketing Department Chair.

ENTR 420: New Venture Marketing (2) (*MKTG 302 or 305)
MGMT 432: In The Executive's Chair (2) (*BUS 302)
MKTG 310: Personal Branding (2)
MKTG 315: Services Marketing (2) (*MKTG 302 or 305)
MKTG 340: Introduction to Sales (4) (*MKTG 302 or 305)
MKTG 433: Marketing Communication (4) (*MKTG 302 or 305)
MKTG 446: Sales Management (2) (*MKTG 302 or 305)
MKTG 448: Global and Cross Cultural Marketing (4) (*MKTG 302 or 305)
MKTG 452: Sports Marketing and Sponsorship (4) (*MKTG 302 or 305)
MKTG 454: Using Social Media for Marketing (4) (*MKTG 302 or 305)
MKTG 456: Digital Marketing Tactics (4) (*MKTG 302 or 305)
MKTG 458: Marketing Analytics (4) (*MKTG 302 or 305 and MKTG 442)
MKTG 460: Strategic Brand Management (4) (*MKTG 302 or 305)
MKTG 461: Marketing and Public Policy (4) (*MKTG 302 or 305)
MKTG 462A[%]: Marketing Internship A (2) (*BUS 300; MKTG 302 or 305)
MKTG 462B[%]: Marketing Internship B (4) (*BUS 300; MKTG 302 or 305)
MKTG 481-484: Selected Topics in Marketing (1-4) (*prerequisites vary)
MKTG 498A-D: Independent Study in Marketing (1-4) (*instructor consent)

✓	Course	Units

CAPSTONE AND SENIOR EXPERIENCE (5 UNITS)

✓	Course	Units
	BUS 442: Business Strategy (*BUS 302)	2
	BUS 495: Senior Experience (*BUS 300, 302, 322, FIN 302, MIS 302, OM 302, MGMT 302 and MKTG 302)	3

**prerequisite; ^pre-/corequisite; ⁺course(s) taken more than 10 years ago will not be accepted; ⁿequivalent 4-unit course can be substituted for 2-unit course; excess units count toward Electives up to a total of 4 units; [%]students may take MKTG 462A or B, not both.*