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**Milestones**
- Create Synergy Profile
- Mentorship - Office of Student Professional Development (PB 181)
- Meet with Career Development Center
- Sign Option Contract (must have 2.25 Campus/Cum GPA)
- Meet with Department Chair (PB 388) to discuss career opportunities
- Complete MKTG 100S
- Meet with Career Development Center and Office of Student Professional Development
- Attend Career Fairs
- Complete MKTG 101 Internship Opportunities
- Apply for Graduation

**General Education**
- **A1 (3 Units)**
  - Oral Communication
  - **Must pass with a C or better**
- **C1 (3-4 Units)**
  - Arts
- **C2 (3-4 Units)**
  - Humanities
- **B2 (3-4 Units)**
  - Life Sciences
- **B1 (3-4 Units)**
  - Physical Sciences
- **D1 (3 Units)**
  - American History
- **IB (3 Units)**
  - Physical Universe & Its Life Forms
- **IC (3-4 Units)**
  - Arts & Humanities
- **A2 (3 Units)**
  - Written Communication
  - **Must pass with a C or better**
- **B3 (0-3 Units)**
  - Lab
- **C1/C2 (3-4 Units)**
  - Arts and Humanities
- **D2 (3 Units)**
  - American Government
- **A3 (3 Units)**
  - Critical Thinking
  - **Must pass with a C or better**
- **E1 (3 Units)**
  - Lifelong Understanding & Self Development

For assistance or to schedule an advising appointment, please contact the **CSB Advising Center** at 559-278-4943, Peters Business 185
**Marketing Department:**
559-278-7830, Peters Business 388
## BUSINESS ADMINISTRATION
### Marketing Option, B.S. (120 Units)

Valid for Catalog Year: 2018/2019 to Present

*Official planning guide approved by the Craig School of Business

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**Major**

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- **GE Area B4**
- **DS 71** (3 Units)
- Quantitative Reasoning
  - [Pre-Req: ELM exam or intermediate college algebra]
- *Must pass with a C or better

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<tr>
<td>DS 73 (3 Units)</td>
<td>[Pre-Req: ELM exam, DS 71; ECON 40 &amp; 50 recommended]</td>
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<tr>
<td>BA 18 (4 Units)</td>
<td>*Not open to Freshmen</td>
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<tbody>
<tr>
<td>BA 105W (3 Units)</td>
<td>[Pre-Req: ENGL 5B or 10 (C or better); Junior standing]</td>
</tr>
<tr>
<td>MKTG 101 (4 Units)</td>
<td>[Pre-Req: MKTG 100S (C or better)]</td>
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</table>

**ECON 40 (3 Units)**

- [Pre-Req: GE A2]

**ACCT 4A (3 Units)**

- [Pre-Req: ACCT 4A (C or better)]
- *Not open to Freshmen

**ACCT 4B (3 Units)**

- [Pre-Req: ACCT 4A (C or better)]
- *Not open to Freshmen

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<tr>
<td>MGT 110 (6 Units)</td>
<td>[Pre-Req: BA 105W (may be taken concurrently)]</td>
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<tr>
<td>MKTG 160 (4 Units)</td>
<td>[Pre-Req: MKTG 100S (C or better)]</td>
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**IS 52 & IS 52L (3 Units)**

- [Pre-Req: GE A2]

**GE Area D3**

- ECON 50 (3 Units)
  - [Pre-Req: GE A2]

**DS 123 (3 Units)**

- [Pre-Req: DS 71, 73; IS 52, 52L]

**MI**

- MKTG 100S (4 Units)
  - [Pre-Req: BA 105W (may be taken concurrently)]
- MI Multicultural/International

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<tr>
<td>FIN 120 (4 Units)</td>
<td>[Pre-Req: ACCT 4A; DS 71; BA 105W (may be taken concurrently)]</td>
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<tr>
<td>IS 130 (3 Units)</td>
<td>[Pre-Req: IS 52, 52L; ACCT 4A, 4B; BA 105W (may be taken concurrently)]</td>
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</table>

**Option Requirements (4 Units)**

- MKTG 114, 115, 126, 130, 134, 140, 144, 150, 153, 161, 162, 163, 164, 165, 166, 167, 189T, 190, 195

*See course catalog for prerequisite requirements

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**Marketing Department:**

559-278-7830, Peters Business 388
## BUSINESS ADMINISTRATION

**Marketing Option, B.S. (120 Units)**

Valid for Catalog Year: 2018/2019 to Present  
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<tr>
<td>Additional Graduation Requirements</td>
<td>Elective</td>
<td>MI (3 Units)</td>
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<td><em>See footnotes</em></td>
<td><em>EXEMPT</em></td>
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<td>Spring</td>
<td>29-31</td>
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### Option Requirements (3-4 Units)

MKTG 114, 115, 126, 130, 134, 144, 150, 153, 161, 162, 163, 164, 165, 166, 167, 189T, 190, 195

*See course catalog for prerequisite requirements*

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**FOOTNOTES:**

**Prerequisites/Corequisites:** Other restrictions may apply. Please see your course catalog for detailed prerequisite/corequisite requirements.

**Grade Requirements:** A grade of C or better must be earned for each course used to satisfy the requirements for the major. No course taken for the business major can be graded on a CR/NC basis, except for courses with mandatory CR/NC grading.

**Computer Competency Exam (CCE):** Contact the CSB Undergraduate Student Services office to schedule a CCE test date.

**Option:** Students must maintain a 2.25 Campus and Cumulative GPA to declare an OPTION. An OPTION must be declared after the completion of all of the Pre-Business Requirements in order to enroll in OPTION courses.

**Electives (0-2):** If necessary, students must complete additional elective units to meet 120 units total to graduate. Students who take the CCE in lieu of IS 52/52L will need to fulfill the minimum unit requirements with electives.

**Upper Division Writing Skills requirement (UDWS):** Business majors take BA 105W to fulfill this requirement. The Upper Division Writing Exam is NOT an option for Business Administration majors.

**Substitutions:** If substitutions/exceptions/waivers are made for any major courses that also meet GE and/or the Multicultural/International graduation requirement, the student is responsible for completing additional courses to satisfy the respective areas (GE and/or MI). This also includes the upperdivision writing requirement.