

Business Administration - Marketing Option, B.S.

DEPARTMENT

BS in Business Administration - Marketing Option, B.S.
BS in Business Administration - Logistics & Supply Chain Strategies Option, B.S.
BS in Business Administration - Sports Marketing Option, B.S.
MN in Fashion Merchandising, Minor
BA in Fashion Merchandising, B.A.

REQUIREMENTS

Departments

Bachelor of Science Degree Requirements

Business Administration Major - Marketing Option

All students in the Craig School of Business who are working toward the Bachelor of Science in Business Administration must satisfy (a) the university's General Education requirements; (b) pre-business requirements, which include demonstration of computer competency, a seven-course group of pre-business courses, and both a cumulative and campus GPA of at least 2.25 to declare an option; (c) upper-division core requirements of six or seven upper-division courses, (d) option requirements of 23-25 units in an area of specialization; (e) the upper-division writing skills requirement; (f) an integrative course requirement; and (g) complete at least 50 percent of the required business units in the Craig School of Business.

Computer literacy and computer software competency are considered essential to success in the program, which is heavily oriented in the use of technology. The pre-business courses include material considered essential for further study in business. The upper-division core courses provide a broad background and a breadth of knowledge and understanding. The option courses enable the student to specialize in a specific area of business and to prepare for effective performance in future employment.

1. Major requirements (73-74 units)

Demonstration of computer competency

Complete IS 52 and 52L or equivalent courses with a grade of C or better or achieve a passing score on the CSB computer competency waiver examination.

Pre-Business requirements (22 units)*

ACCT 4A, 4B; BA 18; DS 71, 73; ECON 40 or AGBS 1; ECON 50

Upper-division core requirements (24 units)

DS 123; FIN 120; IS 130; MGT 110, 124; MKTG 100S

Option requirements (23-24 units)

Take the following courses: MKTG 101, 110, 132, and 160 (16 units)

Select 7 or 8 units from the following: MKTG 114, 115, 126, 130, 134, 140, 144, 150, 153, 161, 162, 163, 164, 165, 166, 167, 189T, 190, 195I (7-8 units)

Integrative course requirement (4 units)

MKTG 188

Grade Requirement

A grade of C or better must be earned for each course used to satisfy the requirements for the major.

2. General Education requirements (49 units)*

3. Other requirements (6 units)

Upper-division writing and Multicultural and International (MI). Business majors take BA 105W, Business Communication, to fulfill the Upper-Division Writing requirement and MKTG 100S will fulfill the MI Requirement. **Note:** the Upper-Division Writing Exam is not an option for business administration majors.

4. Sufficient elective units to meet required total units (varies)

5. Total (120 units)**

* These courses will satisfy the following: DS 71 for GE Area B4; ECON 50 for GE Area D3.

** G.E. and MI courses can be double-counted with major requirements. See advisor for details.

FACULTY

The faculty of the Department of Marketing and Logistics is composed of individuals who have studied and pursued business careers and teaching extensively throughout the world. Case studies, experiential exercises, business and community service projects, guest speakers, seminar discussions, and internships are just a few of the ways in which instructors provide students with practical applications in business. The combination of faculty expertise, teaching skills, research activities, and applied experience assures the student of receiving a quality education in marketing.

For faculty phone numbers and e-mail, see the campus directory.

For more on the faculty, see the [faculty pages](#).

The faculty pages are updated by the department or program.