

**Business Administration**  
**MARKETING OPTION (124 -126 UNITS)**  
**Valid for Catalog Years: 2004-2006**

For assistance or to schedule an advising appointment,  
please contact the Craig School of Business  
Undergraduate Student Services office (USS)  
at 559-278-4943, PB 185  
**Marketing Department: 559-278-7830, PB 388**

Freshman Year		Sophomore Year		Junior Year		Senior Year	
<b>GE AREA A1</b> 3 UNITS Communications	<b>GE AREA B4</b> <b>DS 71</b> 3 UNITS	<b>DS 73</b> 3 UNITS Preq: DS 71 Not open to freshman	<b>BA 18</b> 4 UNITS Not open to freshman	-Students must declare an <b>Option</b> after the completion of all of the Pre-Business Core in order to enroll in Option courses. (Minimum 2.25 Campus and Cumulative GPA)		<b>MGT 124</b> 4 UNITS Preq: BA 105W or ENGL 160W; MGT 110 or 104 Preq/Coreq: DS 123	<b>MKTG 188</b> 4 UNITS Preq: Last Semester of Senior Year, MKTG 101 Preq/Coreq: MKTG103
<b>GE AREA A2</b> 3 UNITS English	<b>GE AREA D3</b> <b>ECON 40</b> or AG ECON 1 3 UNITS	<b>ACCT 4A</b> 3 UNITS Not open to freshman	<b>ACCT 4B</b> 3 UNITS Preq: ACCT 4A	<b>BA 105W or ENGL 160W</b> 3-4 UNITS Preq: ENGL 10 or 5B	<b>IS 130</b> 3 UNITS Preq: IS 52/52L or CCE; ACCT 4A & 4B Preq/Coreq: BA 105W or ENGL 160W	<b>Upper Division Electives</b> Select <b>FOUR COURSES</b> from the following: <b>MKTG 110, 114, 115,</b> <b>126, 130, 132, 134, 136, 140, 144, 150,</b> <b>153, 189T, 195 (15-16 UNITS)</b> <b>OR</b> Completion of Certificate in <b>Mass</b> <b>Communication and Journalism</b> may count toward <b>12 UNITS</b> (Must have department consent).	
<b>GE AREA A3</b> 3 UNITS Critical Thinking	<b>IS 52 &amp; IS 52L</b> or *CCE Computer Competency Exam 3 UNITS	<b>GE AREA D3</b> <b>ECON 50</b> 3 UNITS	<b>GE AREA IB</b> 3-4 UNITS Physical Universe	<b>MKTG 100S</b> 4 UNITS Preq/Coreq: BA 105W or ENGL 160W	<b>FIN 120</b> 4 UNITS Preq: ACCT 4A; DS 71 Preq/Coreq: BA 105 W or ENGL 160W	<b>1. _____ (3-4 UNITS)</b>  <b>2. _____ (3-4 UNITS)</b>  <b>3. _____ (3-4 UNITS)</b>  <b>4. _____ (3-4 UNITS)</b>	
<b>GE AREA B2</b> 3-4 UNITS Life Sciences	<b>GE AREA C2</b> 3-4 UNITS Humanities	<b>GE AREA B1</b> 3-4 UNITS Physical Sciences	<b>GE AREA IC</b> 3-4 UNITS Arts & Humanities	<b>MGT 110</b> 6 UNITS Preq/Coreq: BA 105W or ENGL 160W	<b>MKTG 101</b> 4 UNITS Preq: MKTG 100S (Must earn a "C" or better in MKTG 100S)		
<b>GE AREA C1</b> 3-4 UNITS Arts	<b>GE AREA C1/ C2</b> 3-4 UNITS Arts or Humanities	<b>GE AREA B3</b> 1-3 UNITS Lab	<b>GE AREA ID</b> 3-4 UNITS Social Historical	<b>DS 123</b> 3 UNITS Preq: DS 71, 73; IS 52/52L or CCE	<b>MKTG 103</b> 4 UNITS Preq: MKTG 100S (Must earn a "C" or better in MKTG 100S)		
<b>GE AREA E</b> 3 UNITS LU & SD	<b>GE AREA D1</b> 3 UNITS American History	<b>GE AREA D2</b> 3 UNITS American Government	<b>GE AREA MI</b> 3-4 UNITS Multicultural/ International				

**Pre-Business Core Courses:** All Pre-Business Core courses **must** be completed with a grade of "C" or better.

\*Pre-Business Core Courses: DS 71; DS 73; BA 18; ACCT 4A; ACCT 4B; ECON 40; ECON 50; IS 52 & 52 L or CCE

\*CSB Core Courses: DS 123; FIN 120; IS 130; MKTG 100S; MGT 110

**Craig School of Business Grade Requirements:** Business students **must** earn a grade of "C" or better in each course used to satisfy the requirements of their major. Students must maintain a **2.25 Campus** and **Cumulative GPA** to declare an **Option**. No course taken for the business major can be graded on a CR/NC basis except for courses with mandatory CR/NC grading.

\*CCE - Contact the Undergraduate Student Services to schedule a Computer Competency Exam test date.