

Business Administration
MARKETING OPTION (121 -123 UNITS)
Valid for Catalog Years: 2007-2012

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	
GE AREA A1 3 UNITS Communications	GE AREA B4 DS 71 3 UNITS	DS 73 3 UNITS Preq: DS 71 Not open to freshman	BA 18 4 UNITS Not open to freshman	-Students must declare an Option after the completion of all of the Pre-Business Core in order to enroll in Option courses. (Minimum 2.25 Campus and Cumulative GPA)		MGT 124 4 UNITS Preq: BA 105W or ENGL 160W; MGT 110 or 104 Preq/Coreq: DS 123	MKTG 188 4 UNITS Preq: Last Semester of Senior Year, MKTG 101 Preq/Coreq: MKTG103
GE AREA A2 3 UNITS English	GE AREA D3 ECON 40 or AG ECON 1 3 UNITS	ACCT 4A 3 UNITS Not open to freshman	ACCT 4B 3 UNITS Preq: ACCT 4A	BA 105W or ENGL 160W 3-4 UNITS Preq: ENGL 10 or 5B	IS 130 3 UNITS Preq: IS 52/52L or CCE; ACCT 4A & 4B Preq/Coreq: BA 105W or ENGL 160W	MKTG 110 4 UNITS Preq: MKTG 100S (Must earn a "C" or better in MKTG 100S)	MKTG 132 4 UNITS Preq: MKTG 100S (Must earn a "C" or better in MKTG 100S)
GE AREA A3 3 UNITS Critical Thinking	IS 52 & IS 52L or *CCE Computer Competency Exam 3 UNITS	GE AREA D3 ECON 50 3 UNITS	GE AREA IB 3-4 UNITS Physical Universe	MKTG 100S 4 UNITS Preq/Coreq: BA 105W or ENGL 160W	FIN 120 4 UNITS Preq: ACCT 4A; DS 71 Preq/Coreq: BA 105 W or ENGL 160W	Upper Division Electives Select TWO COURSES from the following: MKTG 114, 115, 126, 130, 134, 140, 144, 150, 153, 189T, 190, 195 (7-8 UNITS)	
GE AREA B2 3-4 UNITS Life Sciences	GE AREA C2 3-4 UNITS Humanities	GE AREA B1 3-4 UNITS Physical Sciences	GE AREA IC 3-4 UNITS Arts & Humanities	MGT 110 6 UNITS Preq/Coreq: BA 105W or ENGL 160W	MKTG 101 4 UNITS Preq: MKTG 100S (Must earn a "C" or better in MKTG 100S)	1. _____ (4 UNITS)	2. _____ (3-4 UNITS)
GE AREA C1 3-4 UNITS Arts	GE AREA C1/ C2 3-4 UNITS Arts or Humanities	GE AREA B3 1-3 UNITS Lab	GE AREA ID 3-4 UNITS Social Historical	DS 123 3 UNITS Preq: DS 71, 73; IS 52/52L or CCE	MKTG 103 4 UNITS Preq: MKTG 100S (Must earn a "C" or better in MKTG 100S)		= General Education = Pre-Business Core = CSB Core = Option Courses
GE AREA E 3 UNITS LU & SD	GE AREA D1 3 UNITS American History	GE AREA D2 3 UNITS American Government	GE AREA MI 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.