

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING – BUSINESS ADMINISTRATION ASSOCIATE DEGREE FOR TRANSFER (ADT) WITH 18 LOWER-DIVISION UNITS (2021) ROADMAP

This is a sample pathway for students who transfer to San Francisco State University in the current Bulletin year with an AS-T in Business Administration (VERSION 2.0, established Spring 2021). 18 units in the major [ACCT 100/ACCT 101, DS 110, DS 212, ECON 101/ECON 102] and all lower-division GE requirements have been satisfied. Additional units in the major may have been satisfied. Check with a major advisor about the most appropriate course sequence. **Degree completion guaranteed in 60 units; see the Associate Degree for Transfer (ADT) section for more information (<http://bulletin.sfsu.edu/undergraduate-admissions/transfer-students/>).**

To Do at SF State:

Enough total units to reach 120 minimum for graduation; 30 units minimum at the upper-division level; to include the following:

University-Wide Requirements: 9-15 units

- American Institutions (0–6 units): US History, US Government, California State and Local Government requirements if not met pre-transfer.
- Upper-Division GE Areas B, C, and D (9 units): Courses required for the major may double-count if approved for UD GE.
- Students entering the major with the AS-T in Business Administration with a concentration in Marketing are not required to fulfill SF State Studies requirements.

BS in Business Administration: Concentration in Marketing major: 48-51 units

ACCT 100/ACCT 101, DS 110, DS 212, ECON 101/ECON 102 met in transfer.

- Prerequisites (0-3 units): ISYS 263 if not met in transfer.
- Upper-division core courses for Business majors (27 units)
- Concentration (21 units) – MKTG 632, MKTG 633, MKTG 649; and four Concentration Electives

University Electives: 3 or more units

Depends on course choices made at the community college, how transferred units are applied to the requirements above, and course choices at SF State - some courses may meet more than one requirement, e.g. in both UD GE and in the major.

Course	Title	Units
First Semester		
BUS 300GW	Business Communication for Professionals - GWAR (Major Core)	3
FIN 350	Business Finance (Major Core)	3
ISYS 263	Introduction to Information Systems (Major Prerequisite)	3
MGMT 405	Introduction to Management and Organizational Behavior (Major Core)	3
MKTG 431	Principles of Marketing (Major Core)	3
		Units 15
Second Semester		
DS 412	Operations Management (Major Core)	3
ISYS 363	Information Systems for Management (Major Core)	3
MKTG 632	Marketing Research (Major Concentration)	3
MKTG 633	Consumer Behavior (Major Concentration)	3
Select One (UD-C, USH, USG/CSLG):		3
HIST 470	The U.S. Constitution to 1896 (AERM, SJ)	
HIST 471	The U.S. Constitution Since 1896 (AERM, SJ)	
		Units 15
Third Semester		
IBUS 330	International Business and Multicultural Relations (Major Core, UD-D)	3
MKTG 649	Marketing Management (Major Concentration)	3
Major Concentration Elective (12 Units Total) - Take Two ¹		6
GE Area UD-B: Upper-Division Physical and/or Life Sciences		3
		Units 15
Fourth Semester		
BUS 682	Seminar on Business and Society (Major Core)	3

BUS 690	Seminar in Business Policy and Strategic Management (Major Core)	3
Major Concentration Elective (12 Units Total) - Take Two ¹		6
University Elective		3
Units		15
Total Units		60

¹ **Electives (12 units)**

- MKTG 432 Public Relations (3 units)
- MKTG 433 Personal Selling (3 units)
- MKTG 434 Advertising Theory and Practice (3 units)
- MKTG 436 Retail Management (3 units)
- MKTG 440 Advertising Creativity and Production (3 units)
- MKTG 441 Business-to-Business Marketing (3 units)
- MKTG 443 Sales Promotion and Publicity (3 units)
- MKTG 469 Digital Marketing (3 units)
- MKTG 567 Internship in Marketing (3 units)
- MKTG 569 Digital Marketing Strategy (3 units)
- MKTG 637 Sales Management (3 units)
- MKTG 644 Services Marketing (3 units)
- MKTG 647 Organizational Reputation Management and
Communication (3 units)
- MKTG 660 Marketing Analytics (3 units)
- MKTG 675 Brand Management (3 units)
- MKTG 680 International Marketing Management (3 units)
- MKTG 688 New Product Management Seminar (3 units)
- MKTG 689 New Product Marketing and Launch (3 units)