

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING ROADMAP

120 Total Units Required
Minimum Number of Units in the Major: 69

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

Course	Title	Units
First Semester		
ECON 101	Introduction to Microeconomic Analysis (Major Prerequisite, D1)	3
ENG 114	Writing the First Year: Finding Your Voice (A2) ¹	3
Select One (Major Prerequisite, B4): ²		3
DS 110	Calculus with Business Applications	
MATH 110	Business Calculus	
GE Area A ³		3
GE Area C		3
		Units 15
Second Semester		
ECON 102	Introduction to Macroeconomic Analysis (Major Core, D1)	3
ISYS 263	Introduction to Information Systems (Major Prerequisite)	3
GE Area A		3
GE Area B: Life Science (B2) and Laboratory Science (B3) ⁴		3-4
GE Area E		3
		Units 15-16
Third Semester		
ACCT 100	Introduction to Financial Accounting (Major Core)	3
Select One (Major Core):		3
DS 212	Business Statistics	
MATH 124	Elementary Statistics (B4) ²	
GE Area B: Physical Science (B1) and Laboratory Science (B3) ⁴		3-4
GE Area D: U.S. History (D2)		3

SF State Studies or University Elective		3
		Units 15-16
Fourth Semester		
ACCT 101	Introduction to Managerial Accounting (Major Core)	3
GE Area C - Take Two		6
GE Area F [±]		3
U.S. and California Government (http://bulletin.sfsu.edu/undergraduate-education/american-institutions/#usg)		3
		Units 15
Fifth Semester		
BUS 300GW	Business Communication for Professionals - GWAR (Major Core)	3
FIN 350	Business Finance (Major Core)	3
MKTG 431	Principles of Marketing (Major Core)	3
GE Area UD-B: Upper-Division Physical and/or Life Sciences		3
GE Area UD-C: Upper-Division Arts and/or Humanities		3
		Units 15
Sixth Semester		
IBUS 330	International Business and Multicultural Relations (Major Core, UD-D, GP)	3
ISYS 363	Information Systems for Management (Major Core)	3
MGMT 405	Introduction to Management and Organizational Behavior (Major Core)	3
MKTG 632	Marketing Research (Major Concentration)	3
MKTG 633	Consumer Behavior (Major Concentration)	3
		Units 15
Seventh Semester		
BUS 682	Seminar on Business and Society (Major Core)	3
DS 412	Operations Management (Major Core)	3
MKTG 649	Marketing Management (Major Concentration)	3

Major Elective (12 Units Total) - Take Two ⁵	6
Units	15
Eighth Semester	
BUS 690 Seminar in Business Policy and Strategic Management (Major Core)	3
Major Elective (12 Units Total) - Take Two ⁵	6
SF State Studies or University Elective - Take Two	6
Units	15
Total Units	120-122

¹ ENG 114 can only be taken if you complete Directed Self–Placement (DSP) and select ENG 114; if you choose ENG 104/ENG 105 through DSP you will satisfy A2 upon successful completion of ENG 105 in the second semester; multilingual students may be advised into alternative English courses.

² To determine the best B4 course option, students should complete the online advising activity at mathadvising.sfsu.edu (<https://mathadvising.sfsu.edu/>). Questions? Contact Gator Smart Start. (<https://gatorsmartstart.sfsu.edu/>)

³ To avoid taking additional units, it is recommended that you meet the **SF State Studies** (AERM, GP, ES, SJ) requirements within your GE or major.

⁴ Consider taking a class combined with a laboratory or a separate lab to fulfill B3 if not already satisfied.

⁵ **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)

± Given catalog rights, fall 2023 transfer students do not need to complete an Area F course.