

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING ROADMAP – QUANTITATIVE REASONING CATEGORY III/IV

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 your Degree Planner (<https://registrar.sfsu.edu/degreeplanner/>) and an advisor for further guidance.

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.

Course	Title	Units
First Semester		
ECON 101	Introduction to Microeconomic Analysis (Major Prerequisite, GE 4)	3
MATH 107	Mathematics for Business Calculus I (Major Prerequisite) ¹	3
GE Area 1A: English Composition ²		3
GE Area 1: English Communication		3
GE Area 3: Arts and Humanities		3
Units		15
Second Semester		
ECON 102	Introduction to Macroeconomic Analysis (Major Core, GE 4)	3
MATH 108	Mathematics for Business Calculus II (Major Prerequisite, GE 2) ¹	3
GE Area 1: English Communication		3
GE Area 5: Physical and Biological Sciences ³		3-4
SF State Studies or University Elective		3
Units		15-16
Third Semester		
ACCT 100	Introduction to Financial Accounting (Major Core)	3
Select One (Major Core):		3
DS/ECON 212	Business Statistics	
MATH 124	Elementary Statistics (GE 2) ²	

ISYS 263	Introduction to Information Systems (Major Prerequisite, GE 4, GP)	3
GE Area 4: Social and Behavioral Sciences with USH		3
GE Area 5: Physical and Biological Sciences ³		3-4
Units		15-16
Fourth Semester		
ACCT 101	Introduction to Managerial Accounting (Major Core)	3
GE Area 3: Arts and Humanities		3
GE Area 6: Ethnic Studies (https://bulletin.sfsu.edu/undergraduate-education/general-education/areasix/)		3
U.S. and California Government (https://bulletin.sfsu.edu/undergraduate-education/american-institutions/#usg)		3
SF State Studies or University Elective		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 5UD or 2UD: Upper-Division Sciences or Upper-Division Mathematical Concepts		3
GE Area 3UD: Upper-Division Arts or Humanities		3
Units		15
Sixth Semester		
IBUS 330	International Business and Multicultural Relations (Major Core, GE 4UD, 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 ⁴		6
Units		15

Eighth Semester

BUS 690	Seminar in Business Policy and Strategic Management (Major Core)	3
Major Elective (12 Units Total) - Take Two ⁴		6
SF State Studies or University Elective - Take Two		6
Units		15
Total Units		120-122

¹ Students should use their Pathway/Category (<https://gatorsmartstart.sfsu.edu/pathways/>) to determine the appropriate GE 2 course option. For directions on how to view your Pathway/Category, visit how to find your pathway (<https://gatorsmartstart.sfsu.edu/howtofindyourpathways/>). Questions? Contact Gator Smart Start. (<https://gatorsmartstart.sfsu.edu/>)

² Students should use their Pathway/Category (<https://gatorsmartstart.sfsu.edu/pathways/>) to determine the appropriate GE 1A course option. For directions on how to view your Pathway/Category, visit how to find your pathway (<https://gatorsmartstart.sfsu.edu/howtofindyourpathways/>). Questions? Contact Gator Smart Start. (<https://gatorsmartstart.sfsu.edu/>)

³ Consider taking a class combined with a laboratory or a separate lab to fulfill 5C if not already satisfied.

⁴ **Electives (12 units)**

A full list of courses that can fulfill this requirement can be found in the Degree Requirements (<https://bulletin.sfsu.edu/colleges/business/marketing/bs-business-administration-concentration-marketing/#degree requirementstext>).