

## Business Administration: Marketing 4-Year Pathway

Fall Freshman Courses (15 units total)	Course or GE Title	Units	GE/Major
FYS 181 or 183	Multicultural Health or Eat,Love,Learn	3	E, FYS
MATH 115 or STAT 100 or BUS 204	Finite Math or Intro Stats or Bus Stats	3	Major, B4
C2 (with Ethnic Studies)	any C2 Humanities with ES	3	C2 (ES)
HCOM 110	Fundamentals of Speaking & Listening	3	A1
HCOM 251 or 265 or SBS 111, 112 or 246	US History GE	3	DHIST, US1
Spring Freshmen Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 201	Macroeconomics	3	Major, DGSS
MATH 115 or STAT 100 or BUS 204	Finite Math or Intro Stats or Bus Stats	3	Major
HCOM 120	Critical Reading and Writing	3	A2
BUS 206	Business Law	3	Major
Language course	C2 and WCL	3	C2, WCL
Fall Sophomore Courses (14 units total)	Course or GE Title	Units	GE/Major
BUS 200	Pers. & Prof. Responsibility in Bus	2	Major
BUS 202	Microeconomics	3	Major, DGSS
BUS 203	Financial Accounting	3	Major
ENVS 282 or AGPS 128	Mont Bay Case Study or Intro Soil Sci	3	B1
HCOM200, HCOM202, orENSTU131	Critical Thinking GE	3	A3
Spring Sophomore Courses (16 units total)	Course or GE Title	Units	GE/Major
BUS 205	Managerial Accounting	3	Major
BUS 299	Business Analytics Fundamentals	3	Major
ENVS 201 or BIO106	Intro to Env Sci or Intro to Plant Sci	4	B2+B3
C1 (with Ethnic Studies)	Arts GE (with ES)	3	C1 (ES)
SL210S, ED212S, GS280S, HCOM260S,SBS212S	Civics/Service Learning GE course	3	DCSL, US2&3
Fall Junior Courses (16 units total)	Course or GE Title	Units	GE/Major
BUS 302	Business Milestone Experience	1	Major
BUS 304	Bus Commun & Crit Thinking-Prosem	4	Major, GWAR
BUS 305	Principles of Management	4	Major
BUS 306	Fundamentals of Marketing	4	Major
Ethnic Studies if needed, or elective	Ethnic Studies or elective	3	ES or elective
Spring Junior Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 300S	Business Ethics in Action	3	Major,UDD,UDSL
BUS 307	Finance	4	Major, UDB
BUS 309	Principles of Operation Management	4	Major
UDC* (with Language if needed)	Double-counting* UDC +WCL	3	UDC, WCL
<i>*students who have not completed ES or WCL should select a double-counting course</i>			
Fall Senior Courses (16 units total)	Course or GE Title	Units	GE/Major
BUS 308	Information Syst for Decision Making	4	Major
BUS 310	Entrepreneurship	4	Major
BUS 421	Marketing Research	4	conc 1 (major)
BUS 322 or 323 or 422 or 425	Marketing concentration course	4	conc 2 (major)
Fall Senior Courses (14 units total)	Course or GE Title	Units	GE/Major
BUS 322 or 323 or 422 or 425	Marketing concentration course	4	conc 3 (major)
Marketing elective	Marketing concentration elective	4	conc 4 (major)
BUS 499	Strategic Mgmt: Senior Capstone	6	Major
<b>Total Marketing 4-yr Pathway:</b>		<b>120</b>	