

BUS: Marketing 2-Year Transfer Pathway

This pathway assumes completion of AS-T in Business including Macroeconomics, Microeconomics, Financial Accounting, Managerial Accounting, Business Law, Business Communication, Introductory Statistics, Finite Math, Business Analytics, AND CSU GE & American Institutions requirements.

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
BUS 299 or Ethnic Studies as needed	Business Analytics or Ethnic Studies	3	ES or major
Spring Junior Courses (14 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 ES or Language	Double-counting* UDC +WCL or Eth Studies	3	UDC (ES, 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
Total MarketingTransfer pathway:		60	