

## Business Administration: Marketing 4-Year Pathway 2024-2025

Fall Freshman Courses (14 units total)	Course or GE Title	Units	GE/Major
<b>FYS 181 or FYS 183 or FYS 143</b>	Multicultural Health or Eat,Love,Learn	3	C2 or E, FYS
<b>MATH 115 or (STAT 100 or BUS 204)</b>	Finite Math or Statistics	3	Major, B4
<b>C2 (Humanities) or area E</b>	C2 or E (GE not met with FYS)	3	C2 or E
<b>HCOM 110</b>	Fundamentals of Speaking and Listen	3	A1
<b>BUS 200</b>	Pers. & Prof. Responsibility in Bus	2	Major
Spring Freshmen Courses (15 units total)	Course or GE Title	Units	GE/Major
<b>BUS 201</b>	Macroeconomics	3	Major, DGSS
<b>MATH 115 or (STAT 100 or BUS 204)</b>	Finite Math or Statistics not done in fall	3	Major
<b>HCOM 125 or CAD 102+90 or HCOM 120</b>	Critical Reading and Writing	3	A2
<b>BUS 206</b>	Business Law	3	Major
<b>Language course</b>	C2 and WCL	3	C2, WCL
Fall Sophomore Courses (15 units total)	Course or GE Title	Units	GE/Major
<b>HCOM 243 or SBS 249</b>	Area F (Ethnic Studies) with US History	3	F, US1
<b>BUS 202</b>	Microeconomics	3	Major, DGSS
<b>BUS 203</b>	Financial Accounting	3	Major
<b>ENVS 282 or AGPS 128</b>	MontBay Case Study or Intro Soil Sci	3	B1
<b>HCOM200, HCOM202, BIO131 or ENSTU130</b>	Critical Thinking GE	3	A3
Spring Sophomore Courses (16 units total)	Course or GE Title	Units	GE/Major
<b>BUS 205</b>	Managerial Accounting	3	Major
<b>BUS 301</b>	Principles of Business Analytics	3	Major
<b>ENVS 201</b>	Intro to Environmental Science	4	B2+B3
<b>C1 (Arts) GE course</b>	Arts GE course	3	C1
<b>SL 210S, ED 212S, HCOM 260S,SBS 212S</b>	Civics/Service Learning GE course	3	DCSL, US2&3
<b>SL210S, ED212S, GS280S, HCOM260S,SBS212S</b>	Civics/Service Learning GE course	3	DCSL, US2&3
Fall Junior Courses (15 units total)	Course or GE Title	Units	GE/Major
<b>BUS 304</b>	Bus Commun & Crit Thinking-Prosem	4	Major, GVAR
<b>BUS 305</b>	Principles of Management	4	Major
<b>BUS 306</b>	Fundamentals of Marketing	4	Major
<b>Elective or requirement not completed</b>	Elective or missing GE, Hist, language	3	
Spring Junior Courses (15 units total)	Course or GE Title	Units	GE/Major
<b>BUS 300S</b>	Business Ethics in Action	3	Major,UDD,UDS L
<b>BUS 307</b>	Finance	4	Major, UDB
<b>BUS 309 or BUS 310</b>	Principles of Operation Management or Entrepreneurship	4	Major
<b>UDC</b>	Upper-division Arts & Humanities	3	UDC
Fall Senior Courses (16 units total)	Course or GE Title	Units	GE/Major
<b>BUS 308</b>	Information Syst for Decision Making	4	Major
<b>BUS 421</b>	Marketing Research	4	Conc 1 (major)
<b>BUS 322 or 323 or 422 or 423 or 425</b>	2 <sup>nd</sup> Marketing concentration course	4	Conc 2 (major)
<b>Elective or requirement not completed</b>	Elective or missing GE, Hist, language	4	
Spring Senior Courses (15 units total)	Course or GE Title	Units	GE/Major
<b>BUS 322 or 323 or 422 or 423 or 425</b>	3 <sup>rd</sup> Marketing concentration course	4	Conc 3 (major)
<b>BUS 322 or 323 or 422 or 423 or 425</b>		4	Conc 4 (major)

<b>Or BUS 430 or 435 or 440 or 441 or 451 or 460 or 468 or 469 or 498</b>	4 <sup>th</sup> Marketing concentration course		
<b>BUS 499</b>	Strategic Mgmt: Senior Capstone	4	Major
<b>Elective or requirement not completed</b>	Elective or missing GE, Hist, language	3	
<b>Total Marketing 4-yr Pathway:</b>		<b>120</b>	