

BUS: Marketing 2-Year Transfer Pathway 2024-2025

This pathway assumes completion of AS-T in Business or major prerequisite courses including Macroeconomics, Microeconomics, Financial Accounting, Managerial Accounting, Business Law, Business Communication, Statistics, Finite Math (or Precalculus or Calculus), IGETC or CSU GE Certification.

Students who have not completed these requirements prior to transfer will need to complete the missing requirements at either CSUMB or at a community college.

Fall Junior Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 301	Principles of Business Analytics	3	Major
BUS 304	Bus Commun & Crit Thinking-Prosem	4	Major, GWAR
BUS 305	Principles of Management	4	Major
BUS 306	Principles of Marketing	4	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 or BUS 310	Principles of Operation Management or Entrepreneurship	4	Major
UDC with Language*	Double-counting UDC +WCL*	3	UDC (WCL*)
Fall Senior Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 308	Information Syst for Decision Making	4	Major
Any US 1 course or free elective	American Institutions (3 of 6 units if not already taken)	3	US1
BUS 421	Marketing Research	4	Conc 1 (major)
BUS 322 or 323 or 422 or 423 or 425	2 nd Marketing concentration course	4	Conc 2 (major)
Spring Senior Courses (15 units total)	Course or GE Title	Units	GE/Major
BUS 322 or 323 or 422 or 423 or 425	3 rd Marketing concentration course	4	Conc 3 (major)
BUS 322 or 323 or 422 or 423 or 425 or BUS 430 or 435 or 440 or 441 or 451 or 460 or 468 or 469 or 498	4 th Marketing concentration course	4	Conc 4 (major)
BUS 499	Strategic Mgmt: Senior Capstone	4	Major
Any US 2/3 course or free elective	American Institutions (3 of 6 units if not already taken)	3	US2,3
Free elective if needed to reach 120 units		1	
Total Marketing Transfer pathway:		60	

* Students that have not completed language as an AP credit or at a community college will be required to complete a language course at CSUMB. Please meet with your academic advisor to learn how to fulfill this requirement.

