



CALIFORNIA STATE UNIVERSITY
FULLERTON
Mihaylo College of Business and Economics

**MAJOR REQUIREMENTS FOR THE BACHELOR OF ARTS IN
BUSINESS ADMINISTRATION with a
CONCENTRATION IN MARKETING
2016—2017**

Lower Division Core (21 units)

**All core courses must be completed with “C” (2.0) or better.
A grade of “C-” (1.7) or lower is not a passing grade.**

Acct 201A	Financial Accounting (3)
Acct 201B	Managerial Accounting (3)
Buad 201	Business Writing (3)
Econ 201	Principles of Microeconomics (3)
Econ 202	Principles of Macroeconomics (3)
Mgmt 246	Business and Its Legal Environment (3)
Math 135,130, OR 150A	Business Calculus (3), A Short Course in Calculus (4), Calculus I (4)

Upper Division Core (27 units)

**All core courses must be completed with “C” (2.0) or better.
A grade of “C-” (1.7) or lower is not a passing grade.**

Buad 301	Advanced Business Communication (3)
Econ 315 or 320	Intermediate Business Microeconomics or Intermediate Macroeconomics Analysis (3)
Fin 320	Financial Management I (3)
ISDS 351	Principles of Information Systems (3)
ISDS 361A	Business Analytics I (3)
ISDS 361B	Business Analytics II (3)
Mgmt 339	Managing Operations (3)
Mgmt 340	Organizational Behavior (3)
Mktg 351	Principles of Marketing (3)

Capstone Core Course (3 units)

**All core courses must be completed with “C” (2.0) or better.
A grade of “C-” (1.7) or lower is not a passing grade.**

Mgmt 449	Seminar in Strategic Management (3)
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Global Business Requirement (3 units)

Complete one three-unit course in the area of Global Business. The course must be selected from the list of Approved Global Business Courses and may not be a course in your concentration. The approved list is available in the Business Advising Center.

Marketing Concentration Requirement (18 units)

Mktg 353	Marketing Information Technology (3)
Mktg 370	Consumer Behavior (3)
Mktg 379	Marketing Research Methods (3)
Mktg 489	Developing Marketing Strategies (3)

and 6 units chosen from the following:

Mktg 401	Professional Selling (3)	Mktg 445	Global Marketing (3)
Mktg 405	Advertising & Promotions Strategy (3)	Mktg 455	Strategic Internet Marketing (3)
Mktg 415	Managing the Sales Force (3)	Mktg 462	Marketing for Entrepreneurs (3)
Mktg 425	Retail Marketing Strategy (3)	Mktg 465	Managing Services Marketing (3)
Mktg 430	Sports Marketing (3)	Mktg 475	Export/Import Marketing Strategies (3)
Mktg 443	Marketing Analytics: Decision-Making in the Information Age (3)		

PREREQUISITE INFORMATION SHEET 2016-2017

Most business and economics courses have prerequisites and/or corequisites. Before you register, make sure you meet all course requirements. You may be administratively dropped if you do not.

Most upper division courses in the Mihaylo College of Business and Economics are restricted and not open to pre-business, pre-international, pre-economics or undeclared students. If you are still “pre-”, then it is important that you focus on the lower division core requirements. **Once you have completed all of the lower division core courses with grades of “C” (2.0) or better, then you may declare your concentration through the Business Advising Center at either the Fullerton or Irvine Campus.**

BUSINESS ADMINISTRATION CORE COURSES

<u>COURSES</u>	<u>PREREQUISITES</u>
Acct 201A	None, but not recommended for first-time freshmen
Acct 201B	Acct 201A
Buad 201	English 101 (or equivalent) with grade of “C” (2.0) or better
Econ 201	None, but not recommended for first-time freshmen
Econ 202	Econ 201
Mgmt 246	None, but not recommended for first-time freshmen
Math 135/130 OR 150A	Math 115 or Math 125 or a passing score on the Math Qualifying Exam (MQE) or Math department approved exemption
Buad 301	English 101 and Buad 201 with a grade of “C” (2.0) or better
Econ 315/320	Econ 202 and Math 135/130. Corequisites: Buad 301 & ISDS 361A
Fin 320	Acct 201A. Corequisites: Buad 301 & ISDS 361A
ISDS 351	Corequisite: Buad 301
ISDS 361A	Math 135/130. Corequisite: Buad 301
ISDS 361B	ISDS 361A
Mgmt 339	Corequisites: Buad 301 & ISDS 361A
Mgmt 340	General Education in social science. Corequisites: Buad 301 & ISDS361A
Mktg 351	Econ 202. Corequisites: Buad 301 & ISDS 361A
Mgmt 449*	Buad 301 and all MCBE core courses

MARKETING COURSES

<u>COURSES</u>	<u>PREREQUISITES</u>	<u>COURSES</u>	<u>PREREQUISITES</u>
Mktg 353*	Buad 301, Mktg 351 & ISDS 361A	Mktg 443*	Mktg 351 & ISDS 361A
Mktg 370*	Buad 301. Corequisite: Mktg 351	Mktg 445*	Mktg 351
Mktg 379*	Buad 301, Mktg 351 & ISDS 361A	Mktg 455*	Mktg 351
Mktg 401*	Mktg 351	Mktg 462*	Acctg 201B & Mktg 351
Mktg 405*	Mktg 351	Mktg 465*	Mktg 351
Mktg 415*	Mktg 351	Mktg 475*	Mktg 351
Mktg 425*	Mktg 351	Mktg 489*	Mktg 351, 353, 370, 379 & senior standing
Mktg 430*	Mktg 351		