

Business Administration
MARKETING OPTION (121 - 122 UNITS)
 The Marketing option requires **MKTG 101** to be completed prior to **MKTG 188**
Valid for Catalog Year(s): 2018-2020

For assistance or to schedule an advising appointment,
 please contact the
Craig School of Business Advising Center
 at 559-278-4943, PB 185
Marketing Department: 559-278-7830, PB 388

Units IP: _____ **Catalog Year:** _____ **Option Declared:** Y / N **Repeatable Units Remaining:** _____ **Holds:** _____

Units Earned: _____ **Major GPA:** _____ **Campus GPA:** _____ **Cumulative GPA:** _____ **Date:** _____ **Advisor Initial:** _____

Freshman (0-29 Units Earned)		Sophomore (30-59 Units Earned)		Junior (60-89 Units Earned)		Senior (90+ Units Earned)	
15 Units	15-18 Units	15-17 Units	16 Units	16-17 Units	15-16 Units	15 Units	14-16 Units
GE Area B4 DS 71 (3 Units)	GE Area D3 ECON 40 or AGBS 1 (3 Units)	GE Area D3 ECON 50 (3 Units)	ACCT 4B (3 Units) Preq: ACCT 4A	BA 105W (3 Units) Preq: GE Area A2	FIN 120 (4 Units) Preq: ACCT 4A; DS 71 Preq/Coreq: BA 105W	IS 130 (3 Units) Preq: IS 52/52L or CCE; ACCT 4A & 4B Preq/Coreq: BA 105W	MKTG 188 (4 Units) Preq: Last Semester of Senior Year Preq/Coreq: MKTG 101, MGT 124
GE Area A1 (3 Units) Communications	IS 52 & IS 52L or CCE (3 Units)	ACCT 4A (3 Units) Not open to Freshman	BA 18 (4 Units) Not open to Freshman	MGT 110 (6 Units) Preq/Coreq: BA 105W	MKTG 101 (4 Units) Preq: MKTG 100S (C or better)	MGT 124 (4 Units) Preq: BA 105W; MGT 110 Preq/Coreq: DS 123	MKTG Elective (4 Units) Select One from Marketing Elective List
GE Area A2 (3 Units) English	GE Area B2 & B3 (3-4 Units) Life Sciences	DS 73 (3 Units) Preq: DS 71 Not open to Freshman	DS 123 (3 Units) Preq: DS 71, 73; IS 52/52L or CCE	MKTG 100S (MI) (4 Units) Preq/Coreq: BA 105W	MKTG 160 (4 Units) Preq: MKTG 100S (C or better)	MKTG 110 (4 Units) Preq: MKTG 100S (C or better)	MKTG Elective (3-4 Units) Select One from Marketing Elective List
GE Area A3 (3 Units) Critical Thinking	GE Area C1 (3-4 Units) Arts	GE Area B1 & B3 (3-4 Units) Physical Sciences	GE Area D1 (3 Units) American History	GE Area IB (3-4 Units) Physical Universe	GE Area IC (3-4 Units) Arts and Humanities	MKTG 132 (4 Units) Preq: MKTG 100S (C or better)	GE Area ID (3-4 Units) Social Historical
GE Area E (3 Units) LU & SD	GE Area C2 (3-4 Units) Humanities	GE Area C1/C2 (3-4 Units) Arts/Humanities	GE Area D2 (3 Units) American Government				

All **Pre-Business**, **Business Core**, and **Option** courses **MUST** be completed with a letter grade of "C" or better, except courses having mandatory CR/NC grading.
 Business Administration students **MUST** complete all **Pre-Business** courses and **MUST** maintain at least a **2.25 Campus AND Cumulative GPA** to declare an Option
 and be eligible to take **Option** courses.

CCE: Contact the CSB Advising Center to schedule a Computer Competency Exam test date.

Marketing Elective List (must complete at least 7 units):

**MKTG 114, 115, 126, 130, 134, 140, 144, 150, 153, 161,
 162, 163, 164, 165, 166, 167, 168, 189T, 190, 195i**