

## 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): 2021-2022**

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
<b>GE Area B4</b> DS 71 (3 Units)	<b>GE Area D2</b> ECON 40 or AGBS 1 (3 Units)	<b>GE Area D2</b> ECON 50 (3 Units)	<b>ACCT 4B</b> (3 Units) Preq: ACCT 4A	<b>BA 105W</b> (3 Units) Preq: GE Area A2	<b>FIN 120</b> (4 Units) Preq: ACCT 4A; DS 71 Preq/Coreq: BA 105W	<b>IS 130</b> (3 Units) Preq: IS 52/52L or CCE; ACCT 4A Preq/Coreq: BA 105W	<b>MKTG 188</b> (4 Units) Preq: Last Semester of Senior Year Preq/Coreq: MKTG 101; MGT 124
<b>GE Area A1</b> (3 Units) Communications	<b>IS 52</b> or CCE* (2 Units)	<b>ACCT 4A</b> (3 Units) Not open to Freshman	<b>BA 18</b> (4 Units) Not open to Freshman	<b>MGT 110</b> (6 Units) Preq/Coreq: BA 105W	<b>MKTG 101</b> (4 Units) Preq: MKTG 100S (C or better)	<b>MGT 124</b> (4 Units) Preq: BA 105W; MGT 110 Preq/Coreq: DS 123	<b>MKTG Elective</b> (4 Units) Select One from Marketing Elective List
<b>GE Area A2</b> (3 Units) English	<b>IS 52L</b> or CCE* (1 Unit)	<b>DS 73</b> (3 Units) Preq: DS 71	<b>DS 123</b> (3 Units) Preq: DS 71, 73; IS 52/52L or CCE				
<b>GE Area A3</b> (3 Units) Critical Thinking	<b>GE Area B2 &amp; B3</b> (3-4 Units) Life Sciences	<b>GE Area B1 &amp; B3</b> (3-4 Units) Physical Sciences	<b>GE Area D1</b> (3 Units) American History	<b>MKTG 100S (MI)</b> (4 Units) Preq/Coreq: BA 105W	<b>GE Area IC</b> (3-4 Units) Arts and Humanities	<b>MKTG 132</b> (4 Units) Preq: MKTG 100S (C or better)	<b>GE Area ID</b> (3-4 Units) Social Historical
<b>GE Area E</b> (3 Units) LU & SD	<b>GE Area C1</b> (3-4 Units) Arts	<b>GE Area F</b> (3-4 Units) Ethnic Studies	<b>PLSI 2</b> (3 Units) U.S. & CA 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.

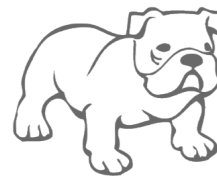
**Marketing Elective List (must complete at least 7 units):**  
MKTG 114, 115, 126, 130, 134, 140, 144, 150, 153, 161,  
162, 163, 164, 165, 166, 167, 189T, 190, 195i



## Freshman Year

(0-29 Units)

- \* Create a HireFresnoState account
- \* Mentorship– Office of Student Professional Development (PB 181)
- \* Second Semester Advising Hold
- \* Complete the FOCUS 2



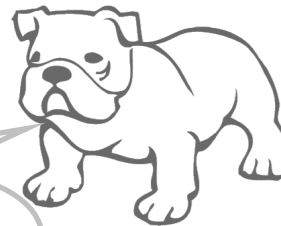
## Sophomore Year

(30-59 Units)

- \* Meet with the Career Development Center
- \* Second Semester Sophomore Hold
- \* Sign Option Contract (Pre-Business courses completed and a 2.25 Campus and Cumulative GPA)

## Junior Year

(60-89 Units)



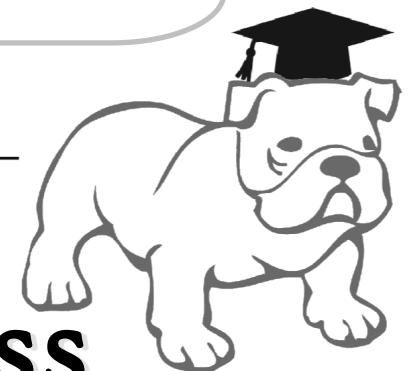
- \* Complete MKTG 100S (Fall)
- \* Meet with Department Chair (PB 388) to discuss career opportunities
- \* Meet with the Career Development Center
- \* Attend Career Fairs
- \* Begin looking for Internship opportunities

- \* Complete MKTG 101 (Fall)
- \* Meet with the Career Development Center
- \* Attend Career Fairs
- \* Apply for Graduation in the beginning of the term you will complete all courses



## Senior Year

(90 + Units)



# Craig's Pathway to Success

## Business Administration, Option in Marketing