BUSINESS ADMINISTRATION, BS, MARKETING CONCENTRATION

Business and Public Administration (bpa) (https://catalog.csub.edu/general-information/csub-information/school-business-public-administration/)

Department of Management and Marketing (https://catalog.csub.edu/general-information/csub-information/school-business-public-administration/department-management-marketing/)

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http://www.csub.edu/bpa (http://www.csub.edu/bpa/)

Program Maps for Business and Public Administration (https://programmap.csub.edu/academics/interest-clusters/4ca27785-7a7d-4430-a88c-14b0cb704529/)

Program Requirements

This curriculum is designed for the student who wishes to earn a Bachelor of Science degree with a major in Business Administration. It has two major components:

1. required lower and upper division courses which provide a foundation for understanding business organizations, their operations, and their place in the global economic, political, and social world;
2. a concentration of courses which permit an in-depth study of a selected aspect of business activity.

Courses requiring a specific prerequisite may be taken only after the prerequisite has been completed.

Note: Business Administration majors shall not be enrolled in any upper division Business Administration course unless they have:

1. Completed all courses in the Lower Division Foundation Core; and
2. Attained junior status (completed at least 60 semester hours of course work counting toward the 120 semester hours needed for graduation).

Required Lower Division Foundation Core

BA 1028 First Year Seminar for Business Majors
BA 1000 Introduction to Business
ACCT 2200 Introduction to Financial Reporting and Accounting
ACCT 2210 Introduction to Managerial Accounting
ECON 2018 Essentials of Micro-Economics
ECON 2028 Essentials of Macro-Economics
BA 2200 Quantitative Tools for Business and Economists
or ECON 2200 Quantitative Tools for Business and Economists
MATH 2200 Introduction to Statistical Concepts and Methods
MIS 2000 Software Productivity Tools
BA 2100 Legal Environment of Domestic and International Business

Core Subtotal

Major Requirements

Required Upper Division Core Courses

BA 3008 Diversity in Business Organizations
BA 3010 Data Analysis & Decision Making
BA 3108 Business And Society
BA 4908 Senior Seminar
FIN 3000 Financial Management
MGMT 3000 Organizational Behavior
MGMT 3020 Introduction to Operations Management
MGMT 4000 Strategic Management
MKTG 3000 Marketing Principles
MIS 3000 Management Information Systems: Concepts and Applications
MGMT 3100 Human Resource Management

Core Subtotal

Marketing Concentration

MGMT 3100 and BA 3008 must be taken as part of the upper division core

Select four of the following:

1. MKTG 3010 Consumer Behavior
2. MKTG 3020 Advertising & Public Relations
3. MKTG 3040 Professional Selling
4. MKTG 4050 Sales Management
5. MKTG 4060 Marketing Channels
6. MKTG 4100 Digital Marketing
7. MKTG 4200 Global Marketing
8. MKTG 4300 Services Marketing
9. MKTG 4000 Marketing Research and Control
   or MKTG 4900 Marketing Planning and Problem Solving

Concentration Subtotal

Total Units

120

General Education Requirements

Table:

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<th>Code</th>
<th>Title</th>
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<td>First-Year Seminar (FYS) 2</td>
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Total Units 120
Areas B4 (MATH 2200), D (ECON 2018/2028), SELF (BA 1028), JYDR (BA 3008/ECON 3008), Upper Division D (BA 3108), and Capstone (BA 4908) are satisfied via major requirements.

BA 1028 First Year Seminar for Business Majors counts for FYS & SELF. Transfers students with at least 30 units are not required to take BA 1028 for FYS. SELF is required for all students.

These courses cannot be double counted in the concentrations.

Note: Students may take MKTG 4000 Marketing Research and Control and MKTG 4900 Marketing Planning and Problem Solving plus three more courses from the selection list above.

**Note:** One (1) semester unit of credit normally represents one hour of in-class work and 2-3 hours of outside study per week.