

Bachelor of Science in Business Administration: Marketing Concentration, Advertising Emphasis

The purpose of the Degree Roadmap is to serve as a guide for planning one's academic coursework required to complete a specific major semester by semester. Before enrolling, you can use the Degree Roadmap to get a feel for the courses you'll take in this major. After enrolling, refer to the University Catalog, Class Schedule and consult with your academic advisor each semester for advisement to specify which courses you will take to fulfill each graduation

requirement and are progressing toward graduation in a timely manner as possible. **The Degree Roadmap is subject to change and is NOT to be considered a replacement for advisement with an academic advisor.** See *University Catalog* for information on the Graduate Writing Assessment Requirement (GWAR). *See reverse side for General Education (GE) course requirements. **A minimum of 120 units are required for completion of degree.

Upper Division Transfer Requirements

- Complete a minimum 60 transferable semester (or 90 quarter) units with a 2.0 GPA (nonresidents require 2.4 GPA) and be in good standing at the last college or university attended. Within those 60 semester units, complete a minimum of 30 semester (or 45 quarter) units of General Education courses with a 2.0 GPA with a "C" grade or better, including Oral Communication, Written Communication (English Composition), Logic/Critical Thinking and Mathematics/Quantitative Reasoning.
- Complete and submit a CSU Application for Admission by the posted deadline through CSU Mentor at CSUMENTOR.EDU.
- Submit official transcripts from all colleges attended.
- Students applying to an impacted program may have to meet supplementary requirements.
- The following degree roadmap assumes you have junior standing (60 units) and have completed all lower division General Education Courses.
- Minimum of 120 units are required for completion of degree, 30 of which must be taken in residence at CSUDH.

First Semester		
Course		Units
BUS 300	Business Communications	3
CIS 370	Information Systems Theory and Practice	3
FIN 360	Business Finance	3
MGT 310	Management Theory	3
MKT 350	Principles of Marketing	3
GWAR	ENG 350 or GWE	0-3

Second Semester		
Course		Units
BUS 445	International Business	3
MKT 355	Consumer Behavior	3
OMG 321	Introduction to Business Statistics	3
Elective	Select ONE elective course: MKT 450, MKT 452, MKT 495, COM 342, or COM 365	3
GE F3/G*	Studies in Social Sciences area/Cultural Pluralism area	3

Third Semester		
Course		Units
COM 344	Advertising Media Analysis	3
MKT 352	Advertising & Promotion Management	3
OMG 322	Operations Management	3
Elective	Select ONE elective course: MKT 450, MKT 452, MKT 495, COM 342, or COM 365	3
GE F2*	Studies in the Natural Sciences area	3

Fourth Semester		
Course		Units
MGT 490	Strategic Management Seminar	3
MKT 454	Marketing Research	3
MKT 459	Seminar in Marketing Management	3
Elective	Select ONE elective course: MKT 450, MKT 452, MKT 495, COM 342, or COM 365	3
GE F1*	Studies in the Humanites area	3

Total Units: 60-63**

NOTE: Upper division elective courses cannot double count for upper division GE courses.

Bachelor of Science in Business Administration: Marketing Concentration, Advertising Emphasis

Learn More

- To learn more about the B.S. in Business Administration at CSUDH, call the Department of Management & Marketing at (310) 243-3551, visit SBS D-325, or visit CBAPP.CSUDH.EDU.
- For more information on applying to CSUDH, visit CSUDH.EDU/FutureStudents.
- Apply online at CSUMENTOR.EDU.
- Career information, visit CSUDH.EDU/CareerCenter.

Faculty

Hamoud Salhi, Chair, Public Administration
Associate Professor of Political Science,
Economics and Labor Studies
Ph.D., University of Southern California

Meng Zhao, Chair, Management and Marketing
Associate Professor of Marketing
Ph.D., Michigan State University

Myron Sheu, Chair, Information Systems and
Operations Management
Professor of Information Systems
CIS & OMG, Ph.D., Old Dominion University

Burhan Yavas, Chair, Accounting and Finance
Professor of Finance and International Business
Ph.D., University of Southern California

Career Options

Employment opportunities for students with a Major in Business Administration exist within many areas. In the private sector, students will find employment in a wide variety of business and professional organizations including public accounting firms, banks, savings and loans, and other financial institutions, commercial and high technology industries, and in a multitude of firms engaged in transportation, communications and the increasingly important foreign trade sector.

*General Education (GE) Requirements

A. Basic Skills:

Courses must be passed with a grade of "C" or higher.
GE A1: ENG 110, ENG 111 (both required)
GE A2: PHI 120 or PSY 110
GE A3: THE 120
GE A4: CSC 101 or LIB 150 (optional category)

B. Area of the Natural Sciences and Quantitative Reasoning:

Select one course from each category below. Category 4 courses must be passed with a grade of "C" or higher.
GE B1: CHE 102, EAR 100, GEO 200, PHY 100
GE B2: ANT 101, BIO 102
GE B3: BIO 103, EAR 101, CHE 103
GE B4: MAT 105, 131, 153, 171, 191, 193

C. Area of the Humanities:

Select one course from each category below.
In categories 2 and 3, select courses from different departments.
GE C1: HUM 200
GE C2: ART 100, ART 101, CHS 125, COM 130, DAN 130, MUS 101, MUS 110, THE 100, THE 160
GE C3: AFS 200, AFS 231, APP 101, CHS 100, CHS 205, ENG 230, FRE 220, HUM 212, PHI 101, PHI 102, SPA 151, SPA 221

D. Area of the Social Sciences:

Select one course from each category below.
In categories 1 and 2, select courses from different departments.
GE D1: AFS 212, AFS 220, ANT 100, APP 212, CHS 212, PSY 101, SOC 101, SOC 102, WMS 250

GE D2: AFS 201, ANT 102, CHS 200, GEO 100, HIS 120, HIS 121, POL 100
GE D3: HIS 101
GE D4: POL 101

E. Objectives for Lifelong Learning and Self-Development:

Select one course from the following.
GE E: HEA 100, HSC 201, KIN 235, REC 100, UNV 101

F. Upper Division Integrative Studies:

Select one course from each category. Courses in this category are to be taken after 60 semester units and ALL lower division General Education courses have been completed.
GE F1: HUM 310, 312, 314
GE F2: SMT 310, 312, 314, 416
GE F3: SBS 318¹

G. Cultural Pluralism Requirement:

Within their General Education selections or within other requirements, all students must take one course which addresses cultural pluralism (i.e. the impact of the integration of cultures).
GE G: ANT 312, 336, 337, 338, 339, 340, 342, 389, CHS 300, HIS 305, MUS 401, PHI 383, SBS 318, SOC 322, SOC 331, SOC 383

¹ SBS 318 satisfies both F3 and G areas. Students will receive only three units credit, but will have met both requirements.