A Business Major is any student majoring in Accountancy; Finance; Information Systems; Management; Marketing; or Business Administration with an option in one of the following: Business Law, Global Supply Chain Management, Real Estate, or Systems and Operations Management.

All business programs are accredited by AACSB and therefore have the same core requirements. Students will be held to fulfilling all prerequisite courses. The prerequisites for Business courses are listed below and also available in the current CSUN Catalog.

### LOWER DIVISION CORE REQUIREMENTS (27 UNITS)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 220</td>
<td>Intro to Financial Accounting (3)</td>
<td>A grade of “C” or higher in MATH 103 or higher level mathematics course and sophomore standing</td>
</tr>
<tr>
<td>ACCT 230</td>
<td>Intro to Managerial Accounting (3)</td>
<td>Prerequisite: ACCT 220</td>
</tr>
<tr>
<td>ECON 160</td>
<td>Principles of Microeconomics (3)</td>
<td>Qualifying scores on ELM and EPT or exemption, or satisfactory completion of developmental courses</td>
</tr>
<tr>
<td>ECON 161</td>
<td>Principles of Macroeconomics (3)</td>
<td>ECON 160 and qualifying scores on ELM and EPT or exemption, or satisfactory completion of developmental courses</td>
</tr>
<tr>
<td>COMP 100</td>
<td>Computers: Their Impact &amp; Use (3)</td>
<td></td>
</tr>
<tr>
<td>SOM 120*</td>
<td>Basic Business Statistics (3)</td>
<td>A grade of “C” or higher in MATH 103 or higher level mathematics course *The 4-unit MATH 140 course also satisfies this requirement</td>
</tr>
<tr>
<td>ENGL 205</td>
<td>Business Communication (3)</td>
<td>AAS 113B/114B/115 or AFRS 113B/114B/115 or CAS 113B/114B/115 or CHS 113B/114B/115 or ENGL 113B/114B/115 or QS 113B/114B/115 or equivalent. Recommended Preparatory: AAS/AFRS/CAS/CHS/COMS 151 or equivalent; COMP 100 or equivalent.</td>
</tr>
<tr>
<td>BLAW 280</td>
<td>Business Law I (3)</td>
<td>Completion of lower division writing requirement and sophomore standing</td>
</tr>
<tr>
<td>MATH 103**</td>
<td>Mathematical Methods for Bus (3)</td>
<td>Passing score on or exemption from the ELM or credit in MATH 093 **MATH 103 or MATH 150A or MATH 150B (Calculus) with a grade of “C” or higher</td>
</tr>
</tbody>
</table>

### UPPER DIVISION CORE REQUIREMENTS (19 UNITS)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 302</td>
<td>Gateway Experience (3)</td>
<td>Lower Division Business Core: ACCT 220, ACCT 230; ECON 160, ECON 161; COMP 100; SOM 120 or MATH 140, ENGL 205; BLAW 280; and MATH 103. Corequisite: BUS 302L</td>
</tr>
<tr>
<td>BUS 302L</td>
<td>Gateway Lab (1)</td>
<td>Junior standing and completion of all Lower Division Business Core courses. Corequisite: BUS 302L</td>
</tr>
<tr>
<td>FIN 303</td>
<td>Financial Management (3)</td>
<td>Pre/Corequisite for Business Majors: BUS 302/L</td>
</tr>
<tr>
<td>MGT 360</td>
<td>Management and Org. Behavior (3)</td>
<td>Pre/Corequisite for Business Majors: BUS 302/L</td>
</tr>
<tr>
<td>MKT 304</td>
<td>Marketing Management (3)</td>
<td>Pre/Corequisite for Business Majors: BUS 302/L</td>
</tr>
<tr>
<td>SOM 306</td>
<td>Operations Management (3)</td>
<td>MATH 103; SOM 120 or MATH 140 Recommended corequisite or preparatory: BUS 302/L</td>
</tr>
<tr>
<td>BUS 497</td>
<td>Capstone (3)</td>
<td>Senior standing; BUS 302/L; FIN 303; MGT 360; MKT 304; and a passing score (8 or higher) on the Upper Division Writing Proficiency Exam (UDWPE)</td>
</tr>
</tbody>
</table>
MARKETING

DEGREE REQUIREMENTS (18 UNITS)

CATALOG YEAR 2015-PRESENT

*Marketing majors must complete MKT 304 with a grade of “C” or higher.

MARKETING CORE REQUIREMENTS (9 UNITS)

MKT 346  Marketing Research (3)
Prerequisites: MKT 304*; a college-level statistics course; BUS 302/L are prerequisites for Business majors

MKT 348  Consumer Behavior (3)
Prerequisites: MKT 304*; BUS 302/L are prerequisites for Business majors

MKT 449  Marketing Management Seminar (3)
Prerequisites: MKT 304*; either MKT 346 or MKT 348, and 2nd semester senior standing; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

MARKETING ELECTIVES (6 UNITS)

Select 6 units from the Marketing electives below. One elective course (3 of the 6 units) must come from the Digital Marketing Electives subset.
All 400-Level courses in the David Nazarian College of Business and Economics require a passing score (8 or higher) on the UDWPE.

DIGITAL MARKETING ELECTIVES (3 UNITS)

MKT 356**  Marketing Metrics and Insights (3)
Prerequisites: MKT 304*; BUS 302/L are prerequisites for Business majors

MKT 448  Digital Marketing (3)
Prerequisites: MKT 304*; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

MKT 459  Social Media Marketing (3)
Prerequisites: MKT 304*; MKT 448; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors; may require course substitution

MARKETING ELECTIVES (3 UNITS)

BLAW 430  Marketing Law (3)
BLAW 280; BUS 302/L for business majors; Upper Division Writing Proficiency Exam score of 8 or higher

BLAW 450  Intellectual Property Law (3)
BLAW 280; BUS 302/L for business majors; Upper Division Writing Proficiency Exam score of 8 or higher

BUS 491CS  Small Business Consulting (3)
Prerequisites: BUS 302/L, instructor consent, and normally a minimum 3.0 GPA overall and in business courses; Upper Division Writing Proficiency Exam score of 8 or higher

ECON 307  Economics for Marketing Professionals (3)
Prerequisite: ECON 160 or 300; MATH 103 with a grade of “C” or better for business majors

ECON 309  The Use and Interpretation of Data (3)
Prerequisites: ECON 160 or 161, or 300; SOM 120 or equivalent

MKT 350**  Consumer Information in the Digital Age (3)
Prerequisite: Lower Division writing requirement; may require course substitution
** Meets GE

MKT 356  Marketing Metrics and Insights (3)
Prerequisites: MKT 304*; BUS 302/L are prerequisites for Business majors

MKT 440  Integrated Marketing Communications (3)
Prerequisites: MKT 304*; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

MKT 441  Sales Management (3)
Prerequisites: MKT 304*; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

MKT/SCM 442  Business to Business Marketing (3)
Prerequisites: MKT 304*; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

MKT 443  Retail Management (3)
Prerequisites: MKT 304*; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

MKT 445  International Marketing (3)
Prerequisites: MKT 304*; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

MKT/SCM 447  Transportation and Logistics Management (3)
Prerequisites: MKT 304*; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

MKT 448  Digital Marketing (3)
Prerequisites: MKT 304*; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

MKT 459  Social Media Marketing (3)
Prerequisites: MKT 304*; MKT 448; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors; may require course substitution

MARKETING EXPERIENTIAL REQUIREMENT (3 UNITS)

Select 3 units from the following courses to fulfill the experiential requirement for the Marketing major

BUS 491CS  Small Business Consulting (3)
Prerequisites: BUS 302/L; consent of instructor; Upper Division Writing Proficiency Exam score of 8 or higher. *** Senior Standing with a 3.0 or higher GPA; others will be considered with recommendation.

MKT 498C  Marketing Internship (3)
Prerequisites: MKT 304*; Upper Division Writing Proficiency Exam score of 8 or higher; BUS 302/L are prerequisites for Business majors

Rev. 03/2016