

# Marketing Major

## BUSINESS CORE CLASSES

### LOWER DIVISION REQUIRED CORE CLASSES (27 UNITS)

ACCT 220	Intro to Financial Accounting (3)
ACCT 230	Intro to Managerial Accounting (3)
BLAW 280	Business Law I (3)
COMP 100	Computers: Their Use & Impact (3)
ECON 160	Microeconomic Principles (3)
ECON 161	Macroeconomic Principles (3)
ENGL 205	Business Communication (3)
MATH 103*	Mathematical Methods for Bus. (3)
SOM 120**	Basic Business Statistics (3)

### UPPER DIVISION REQUIRED CORE COURSES (19 UNITS)

BUS 302	Gateway Experience (3)
BUS 302L	Gateway Lab (1)
FIN 303	Financial Management (3)
MGT 360	Management and Org. Behavior (3)
MKT 304	Marketing Management (3)
SOM 306	Operations Management (3)
BUS 497	Capstone (3)

\*MATH 103 or higher-level with a grade of "C" or higher

\*\*The 4-unit MATH 140 course also satisfies this requirement

### REQUIRED MARKETING COURSES (9 Units)

MKT 346	Marketing Research (3)
MKT 348	Consumer Behavior (3)
MKT 449	Marketing Management Seminar (3)

### ELECTIVE COURSES FOR THE MARKETING MAJOR (6 Units)

Select 6 units from the Marketing Electives below or select 3 units from the Marketing Electives below and 3 units from the Cross-discipline electives below.

### MARKETING ELECTIVES

MKT 440	Integrated Communications (3)
MKT 441	Sales Management (3)
SCM/MKT 442	Business to Business Marketing (3)
MKT 443	Retail Management (3)
MKT 445	International Marketing (3)
MKT 448	Internet Marketing (3)
ACCT 470	Strategic Cost and Profit Management (3)
BUS 491	Small Business Consulting (3)*
SCM/MKT 447	Transportation and Logistics Management (3)

### CROSS DISCIPLINARY ELECTIVES

ACCT 470	Strategic Cost and Profit Management (3)
BLAW 430	Marketing Law (3)
BLAW 450	Intellectual Property Law (3)
ECON 307	Economics for Marketing Professionals (3)
ECON 309	The Use and Interpretation of Economic Data (3)

### EXPERIENTIAL REQUIREMENT

Select 3 units from the following courses to fulfill the Experiential requirement for the Marketing Major. Alternatively, students may fulfill this requirement through the active participation in an approved regional and national competition supervised by faculty. These competitions include the annual American Advertising Federation Collegiate Competition and the California Collegiate Sales Competition.

BUS 491	Small Business Consulting (3)*
BUS 480	Research on the SFV (3)**
MKT 498	Internship and Field Study (3)

\* BUS 491 requires senior standing with a 3.0 GPA; fulfills both Marketing Elective & Experiential Requirements.

\*\*BUS 480 fulfills both Cross Disciplinary and Experiential Requirements.

## Marketing Degree Planners

[www.csun.edu/mkt](http://www.csun.edu/mkt)

4 Year Degree Planner							
Year 1		Year 2		Year 3		Year 4	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
MATH 103 *	SOM 120 or MATH 140	ACCT 220	ACCT 230	BUS 302/L	MKT 346	MKT 498 C Internship (Required)	MKT 449
ENGL 155 **	ENGL 205 ***	ECON 160	ECON 161	MKT 304	MKT 348	MKT Elective	BUS 497
COMP 100	GE	GE	BLAW 280	SOM 306	MGT 360	MKT Elective	Open 3 Units Internship Recommended
GE	GE	GE	GE	FIN 303	GE (UD) ****	GE (UD) ****	Open 3 Units
GE	Open 3 Units	Open 3 Units	GE	Open 3 Units	GE (UD) ****	Open 2 Units	Open 3 Units
15 Units	15 Units	15 Units	15 Units	16 Units	15 Units	15 Units	15 Units

Take Writing Proficiency Exam

5 Year Degree Planner									
Year 1		Year 2		Year 3		Year 4		Year 5	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
MATH 103 *	SOM 120 or MATH 140	COMP 100	ACCT 220	ACCT 230	BUS 302/L	MGT 360	MKT 346	MKT 498 C Internship (Required)	MKT 449
ENGL 155 **	ENGL 205 ***	ECON 160	ECON 161	BLAW 280	MKT 304	FIN 303	MKT 348	MKT Elective	BUS 497
GE	GE	GE	GE	GE	GE (UD) ****	SOM 306	GE (UD) ****	MKT Elective	Open 3 Units Internship Recommended
GE	GE	Open 3 Units	Open 3 Units	GE	Open 3 Units	Open 3 Units	GE (UD) ****	Open 2 Units	Open 3 Units
12 Units	12 Units	12 Units	12 Units	12 Units	13 Units	12 Units	12 Units	11 Units	12 Units

Take Writing Proficiency Exam

\* MATH 103 or a higher level mathematics course must be completed with a grade of "C" or better

\*\* Select from one of the following Freshman Composition Courses: AAS 155, CHS 155, ENGL 155, or PAS 155

\*\*\* Previously BUS 205 (ENGL 205 as of Fall 2008)

\*\*\*\* Breadth Recommendations: Social, Cultural and Behavioral Science (3 units in PSY 150, SOC 305 or SOC 307) and in Technological and Natural Environment (3 units in GEOG 101, GEOG 206, GEOG 366, GEOL 130, GEOL 300, or URBS 310) can be fulfilled with appropriate upper and lower division GE courses.

Take the Upper Division Writing Proficiency Exam (WPE) once 56 units and the lower division writing requirement are met. The WPE must be completed before enrollment in 400-level courses.

GE Sections: Students need to take a total of 48 units of General Education classes (9 units of Upper Division GE credits and 15 units of lower division business requirements that are also GE courses). In total, students will need qualified GE courses in Basic Skills (12 units), Natural Sciences (8 units), Arts and Humanities (6 units), Social Sciences (6 units), Lifelong Learning (3 units), Comparative Culture Studies/Gender, Race, Class and Ethnicity Studies, and Foreign Languages (6 units), and U.S. History and Government (6 units). See Page 25 of the 2008-2010 University Catalog for further information regarding GE courses.

For information regarding transfer courses, please visit [www.assist.org](http://www.assist.org)

Revised 6/19/08