

# REQUIRED BUSINESS CORE COURSES

A Business Major is any student majoring in Accountancy; Finance; Information Systems; Management; Marketing; or Business Administration with an option in either Business Law, Financial Services, 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)

- ACCT 220 Intro to Financial Accounting (3)**  
*Prerequisites: A grade of "C" or higher in MATH 103 or higher level mathematics course and sophomore standing*
- ACCT 230 Intro to Managerial Accounting (3)**  
*Prerequisite: ACCT 220*
- ECON 160 Principles of Microeconomics (3)**  
*Prerequisites: Qualifying scores on ELM and EPT or exemption, or satisfactory completion of developmental courses*
- ECON 161 Principles of Macroeconomics (3)**  
*Prerequisites: ECON 160 and qualifying scores on ELM and EPT or exemption, or satisfactory completion of developmental courses*
- COMP 100 Computers: Their Impact & Use (3)**
- SOM 120\* Basic Business Statistics (3)**  
*Prerequisite: MATH 103 or higher level math course*  
*\*The 4-unit MATH 140 course also satisfies this requirement*
- ENGL 205 Business Communication (3)**  
*Prerequisite: AAS 155 or CH 155 or ENGL 155 or PAS 155 or equivalent*  
*Recommended Preparatory: CH S 151 or COMS 151 or PAS 155 equivalent; COMP 100 or equivalent*
- BLAW 280 Business Law I (3)**  
*Prerequisites: Completion of lower division writing requirement and sophomore standing*
- MATH 103\*\*Mathematical Methods for Bus (3)**  
*Prerequisites: Passing score on or exemption from the ELM or credit in MATH 093*  
*\*\*MATH 103 or higher-level with a grade of "C" or higher*

## UPPER DIVISION CORE REQUIREMENTS (19 UNITS)

- BUS 302 Gateway Experience (3)**  
*Prerequisites: 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*
- BUS 302L Gateway Lab (1)**  
*Prerequisites: Junior standing and completion of all Lower Division Business Core courses*  
*Corequisite: BUS 302*
- FIN 303 Financial Management (3)**  
*Pre/Corequisite for Business Majors: BUS 302/L*
- MGT 360 Management and Org. Behavior (3)**  
*Pre/Corequisite for Business Majors: BUS 302/L*
- MKT 304 Marketing Management (3)**  
*Pre/Corequisite for Business Majors: BUS 302/L*
- SOM 306 Operations Management (3)**  
*Prerequisite: SOM 120 or MATH 140 or SOM 391. Recommended corequisite or preparatory: BUS 302/L*
- BUS 497 Capstone (3)**  
*Prerequisites: 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 (WPE)*

# MARKETING

## DEGREE REQUIREMENTS (18 UNITS)

CATALOG YEARS 2007-2010

\*Marketing Majors enrolling in MKT 304 Spring 2010+: MKT 304 must be completed with a grade of "C" or higher

### MARKETING CORE REQUIREMENTS (9 UNITS)

- MKT 346 Marketing Research (3)**  
*Prerequisites: MKT 304, college stats course, or consent of instructor; BUS 302/L are prerequisites for business majors*
- MKT 348 Consumer Behavior (3)**  
*Prerequisites: MKT 304 or consent of instructor; BUS 302/L are prerequisites for business majors*
- MKT 449 Marketing Management Seminar (3)**  
*Prerequisites: MKT 304, either MKT 346 or MKT 348, and 2<sup>nd</sup> semester senior standing; Passing score (8 or higher) on the Upper Division Writing Proficiency Exam (WPE); BUS 302/L are prerequisites for business majors*

### MARKETING ELECTIVE REQUIREMENT (6 UNITS)

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

*\*\*BUS 491 fulfills both Marketing Elective and Experiential Requirements*

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

*\*\*\*\*ECON 307 also fulfills GE section D*

### MARKETING ELECTIVES

*Prerequisites: MKT 304 with a grade of "C" or higher\* or consent of instructor;*

*Passing score (8 or higher) on the Upper Division Writing Proficiency Exam (WPE);*

*BUS 302/L are prerequisites for business majors; MKT 445 and BUS 491 also require senior standing*

- MKT 440 Integrated Marketing Communications (3)**
- MKT 441 Sales Management (3)**
- MKT/SCM 442 Business to Business Marketing (3)**
- MKT 443 Retail Management (3)**
- MKT 445 International Marketing (3)**
- MKT/SCM 447 Transportation and Logistics Management (3)**
- MKT 448 Internet Marketing (3)**
- BUS 491\*\* Small Business Consulting (3)**  
*Prerequisites: BUS 302/L, instructor consent and, normally a minimum 3.0 GPA overall and in business courses*

### CROSS DISCIPLINARY ELECTIVES

*All 400-level courses require a passing score (8 or higher) on the Upper Division Writing Proficiency Exam (WPE)*

- ACCT 470 Strategic Cost and Profit Management (3)**  
*Prerequisites: ACCT 230 and BUS 302/L; completion of all required 300-level business courses recommended*
- BLAW 430 Marketing Law (3)**  
*Prerequisites: BLAW 280; BUS 302/L for business majors*
- BLAW 450 Intellectual Property Law (3)**  
*Prerequisites: BLAW 280; BUS 302/L for business majors*
- BUS 480\*\*\* The San Fernando Valley: Research on Local Issues (3)**  
*Prerequisites: BUS 302/L and consent of instructor required*
- ECON 307\*\*\*\* Economics for Marketing Professionals (3)**  
*Prerequisites: ECON 160 or ECON 300*
- ECON 309 The Use and Interpretation of Economic Data (3)**  
*Prerequisites: ECON 160 and 161, or 300; SOM 120 or equivalent*

### MARKETING EXPERIENTIAL REQUIREMENT (3 UNITS)

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.

*All 400-level courses require a passing score (8 or higher) on the Upper Division Writing Proficiency Exam (WPE)*

- BUS 491\*\* Small Business Consulting (3)** *See prerequisites above*
- BUS 480\*\*\* The San Fernando Valley: Research on Local Issues (3)** *See prerequisites above*
- MKT 498 Marketing Internship (3)**  
*Prerequisites: BUS 302/L and MKT 304 for business majors; a grade of "C" or higher in MKT 304\**