

BUSINESS ADMINISTRATION: MARKETING

DEGREE REQUIREMENTS (23-24 UNITS)

CATALOG YEAR 2022 - Present

Marketing majors must complete MKT 304 with a grade of "C" or higher

MARKETING CORE REQUIREMENTS (9 UNITS)

MKT 346	Marketing Research (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; a college-level statistics course; BUS 302+302L are prerequisites for Business majors</i>
MKT 348	Consumer Behavior (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors</i>
MKT 449	Marketing Management Seminar (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; either MKT 346 or MKT 348, and 2nd semester senior standing; BUS 302+302L are prerequisites for Business majors</i>

MARKETING ELECTIVES (11-12 UNITS)

*At least 9 units must be taken from the Marketing Department (MKT)

MKT 350**	Consumer Information in the Digital Age (3) <i>Prerequisite: Lower Division writing requirement; may require course substitution</i>
MKT 356	Marketing Metrics and Insights (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors</i>
MKT 440	Integrated Marketing Communications (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors</i>
MKT 441	Sales Management (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors</i>
MKT/SCM 442	Business to Business Marketing (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business major</i>
MKT 443	Retail Management (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors</i>
MKT 445	International Marketing (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+L are prerequisites for Business majors</i>
MKT/SCM 447	Transportation and Logistics Management (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors</i>
MKT 448	Digital Marketing (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors</i>
MKT 459	Social Media Marketing (3) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors</i>
MKT 498B	Marketing Internship (2) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors;</i> <i>This course will require a permission code to add; Consult with advisor</i> NOTE: An additional MKT498B may be taken towards the Marketing Elective requirement
BANA 310	Data Visualization for Business (3) <i>Prerequisites: A grade of "C" or higher in SOM 120 or MATH 140</i>
BANA 430	Text Mining and Analytics for Business (3) <i>Prerequisites: A grade of "C" or higher in SOM 120 or MATH 140 and SOM 307; BUS 302+302L are prerequisites for Business majors</i>
BLAW 430	Marketing Law (3) <i>Prerequisites: BLAW 280; BUS 302+302L for business majors</i>
BLAW 450	Intellectual Property Law (3) <i>Prerequisites: BLAW 280; BUS 302+L for business majors</i>
BUS 491CS	Small Business Consulting (3) <i>Prerequisites: BUS 302+L, Senior Standing; minimum 3.0 GPA; others will be considered with recommendation</i>
ECON 308	Economics for Managers (3) <i>Prerequisites: ECON 160 and ECON 161, or ECON 300; Math 103 with a grade of "C" or higher</i>
ECON 309	The Use and Interpretation of Data (3) <i>Prerequisites: ECON 160 and 161, or 300; SOM 120 or equivalent</i>
ECON 310	Price Theory and Applications (3) <i>Prerequisites: ECON 160; MATH 103 with a grade of "C" or better or higher-level mathematics course; potential GE**</i>
SOM 307	Data Analysis and Modeling for Business (3) <i>Prerequisites: MATH 103; SOM 120 or MATH 140; Recommended corequisite/preparatory: BUS 302+302L</i>

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) <i>Prerequisites: BUS 302+302L, Senior Standing; minimum 3.0 GPA; others will be considered with recommendation</i>
MKT 498A+ MKT 498B	Marketing Internship (1/2) <i>Prerequisites: A grade of "C" or higher in MKT 304; BUS 302+302L are prerequisites for Business majors; MKT498A & MKT 498B are corequisites; permission codes will be required to add</i>

REQUIRED BUSINESS CORE COURSES

A Business Major is any student majoring in Accountancy, Information Systems; or Business Administration with an option in one of the following: Business Analytics, Business Law, Financial Analysis, Financial Planning, Global Supply Chain Management, Management, Marketing, Real Estate, Risk Management and Insurance 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: Multiple Measures Placement in (1) GE-level Mathematics and (2) GE-level Written Communication or completion of 113A or 114A.
- ECON 161 Principles of Macroeconomics (3)**
Prerequisites: ECON 160
- IS 212 Info Systems for Business Users (3)**
- SOM 120* Basic Business Statistics (3)**
Prerequisite: A grade of "C" or higher in MATH 103 or higher-level mathematics course
**The 4-unit MATH 140 course also satisfies this requirement*
- ENGL 205 Business Communication (3)**
Prerequisite: Completion of Lower Division Writing Exam. Recommended Preparatory: AAS/AFRS/CAS/CHS/COMS 151 or equivalent; IS 212 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: Eligibility for GE level mathematics
***MATH 103 or higher-level mathematics course must be completed with a "C" or higher*

UPPER DIVISION CORE REQUIREMENTS (19 UNITS)

- BUS 302 Gateway Experience (3)**
Prerequisites: Junior Standing, Lower Division Business Core: ACCT 220, ACCT 230, ECON 160, ECON 161, IS 212, 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 +302L
- MGT360 Management and Org. Behavior (3)**
Pre/Corequisite for Business Majors: BUS 302 +302L
- MKT 304 Marketing Management (3)**
Pre/Corequisite for Business Majors: BUS 302 +302L
- SOM 306 Operations Management (3)**
Pre/Corequisite for Business Majors: BUS 302+302L
- BUS 497 Capstone: Strategic Management (3)**
Prerequisites: Senior standing; BUS 302+302L, FIN 303, MGT 360, MKT 304; Graduating senior standing