

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: CONCENTRATION IN MARKETING – BUSINESS ADMINISTRATION ASSOCIATE DEGREE FOR TRANSFER (ADT) WITH 18 LOWER-DIVISION UNITS (2021) ROADMAP

This is a sample pathway for students who transfer to San Francisco State University in the current Bulletin year with an AS-T in Business Administration (VERSION 2.0, established Spring 2021). 18 units in the major [ACCT 100/ACCT 101, DS 110, DS 212, ECON 101/ECON 102] and all lower-division GE requirements have been satisfied. Additional units in the major may have been satisfied. Check with a major advisor about the most appropriate course sequence. **Degree completion guaranteed in 60 units; see the Associate Degree for Transfer (ADT) section for more information** (<http://bulletin.sfsu.edu/undergraduate-admissions/transfer-students/>).

## To Do at SF State:

Enough total units to reach 120 minimum for graduation; 30 units minimum at the upper-division level; to include the following:

## University-Wide Requirements: 9-15 units

- American Institutions (0–6 units): US History, US Government, California State and Local Government requirements if not met pre-transfer.
- Upper-Division GE Areas B, C, and D (9 units): Courses required for the major may double-count if approved for UD GE.
- Students entering the major with the AS-T in Business Administration with a concentration in Marketing are not required to fulfill SF State Studies requirements.

## BS in Business Administration: Concentration in Marketing major: 48-51 units

ACCT 100/ACCT 101, DS 110, DS 212, ECON 101/ECON 102 met in transfer.

- Prerequisites (0-3 units): ISYS 263 if not met in transfer.
- Upper-division core courses for Business majors (27 units)
- Concentration (21 units) – MKTG 632, MKTG 633, MKTG 649; and four Concentration Electives

## University Electives: 3 or more units

Depends on course choices made at the community college, how transferred units are applied to the requirements above, and course choices at SF State - some courses may meet more than one requirement, e.g. in both UD GE and in the major.

Course	Title	Units
<b>First Semester</b>		
BUS 300GW	Business Communication for Professionals - GWAR (Major Core)	3
FIN 350	Business Finance (Major Core)	3
ISYS 263	Introduction to Information Systems (Major Prerequisite)	3
MGMT 405	Introduction to Management and Organizational Behavior (Major Core)	3
MKTG 431	Principles of Marketing (Major Core)	3
		<b>Units 15</b>
<b>Second Semester</b>		
DS 412	Operations Management (Major Core)	3
ISYS 363	Information Systems for Management (Major Core)	3
MKTG 632	Marketing Research (Major Concentration)	3
MKTG 633	Consumer Behavior (Major Concentration)	3
Select One (UD-C, USH, USG/CSLG):		3
HIST 470	The U.S. Constitution to 1896 (AERM, SJ)	
HIST 471	The U.S. Constitution Since 1896 (AERM, SJ)	
		<b>Units 15</b>
<b>Third Semester</b>		
IBUS 330	International Business and Multicultural Relations (Major Core, UD-D)	3
MKTG 649	Marketing Management (Major Concentration)	3
Major Concentration Elective (12 Units Total) - Take Two <sup>1</sup>		6
GE Area UD-B: Upper-Division Physical and/or Life Sciences		3
		<b>Units 15</b>
<b>Fourth Semester</b>		
BUS 682	Seminar on Business and Society (Major Core)	3

BUS 690	Seminar in Business Policy and Strategic Management (Major Core)	3
Major Concentration Elective (12 Units Total) - Take Two <sup>1</sup>		6
University Elective		3
<b>Units</b>		<b>15</b>
<b>Total Units</b>		<b>60</b>

<sup>1</sup> **Electives (12 units)**

- MKTG 432 Public Relations (3 units)
- MKTG 433 Personal Selling (3 units)
- MKTG 434 Advertising Theory and Practice (3 units)
- MKTG 436 Retail Management (3 units)
- MKTG 440 Advertising Creativity and Production (3 units)
- MKTG 441 Business-to-Business Marketing (3 units)
- MKTG 443 Sales Promotion and Publicity (3 units)
- MKTG 469 Digital Marketing (3 units)
- MKTG 567 Internship in Marketing (3 units)
- MKTG 569 Digital Marketing Integration (3 units)
- MKTG 637 Sales Management (3 units)
- MKTG 644 Services Marketing (3 units)
- MKTG 647 Organizational Reputation Management and  
Communication (3 units)
- MKTG 660 Marketing Analytics (3 units)
- MKTG 675 Brand Management (3 units)
- MKTG 680 International Marketing Management (3 units)
- MKTG 688 New Product Management Seminar (3 units)
- MKTG 689 New Product Marketing and Launch (3 units)