



CALIFORNIA STATE UNIVERSITY, LONG BEACH
BACHELOR OF SCIENCE DEGREE IN BUSINESS ADMINISTRATION
 Option: Marketing (code MKTGBS01)

2010-11

Name: _____
 Last First Middle Email Address

Address: _____
 Number Street Apt. No. City State ZIP

Student ID Number Telephone Number Anticipated Graduation Date Initial Advisor

Date Entered CSULB: _____ Class: _____ Total Transfer Units Accepted: _____

Transferred From: 1) _____, 2) _____

3) _____, 4) _____

CSULB Unit Value	CSULB Grade	Major Requirements	Need to Take	Transfer or Substitute Course	Transfer From	Advisor OK	TR Unit	TR Grade
		At least 12 upper division units in business, including MGMT 425, must be completed at CSULB.						
		* In order to receive major credit, based on completion of a course taken at a school other than CSULB, a grade of "C" or better must have been earned in the equivalency of ACCT 201, FIN 220 and IS 233.						
		Business majors and minors may <u>not</u> exercise a Credit/No Credit grading option for courses required by the College of Business Administration in their program.						
		LOWER DIVISION REQUIREMENTS (24 units):						
		Take all of the following courses:						
3	_____	*ACCT 201 Elementary Financial Accounting						
3	_____	ECON 100 Principles of Macroeconomics						
3	_____	ECON 101 Principles of Microeconomics						
3	_____	MATH 115 Calculus for Business						
		Take one of the following courses:						
3	_____	PHIL 160 Introductory Ethics						
3	_____	PHIL 170 Critical Reasoning						
		Take one of the following:						
3	_____	STAT 108 Statistics for Everyday Life						
3	_____	MATH 114 Finite Mathematics						

Approval by the faculty advisor signifies revalidation of those upper-division courses in the major that were taken ten years prior to the date of graduation (PS 85-15).

I, _____ comply with PS 85-15.
 (advisor's name)



Department Stamp

 Advisor's Name (print)

 Advisor's Signature

 Student's Signature

 Date

Continuation of 2010-11 Major Requirements: Program Title and Code: _____

Student's Name: _____ Student ID Number: _____

CSULB Unit Value	CSULB Grade	Major Requirements	Need to Take	Transfer or Substitute Course	Transfer From	Advisor OK	TR Unit	TR Grade
		Take one of the following:						
3	_____	*Computer Proficiency Examinaion (CPE)						
3	_____	*IS 233 Introduction to Computer Systems and Applications						
		Business majors may not apply courses offered by the College of Business Administration toward GE Requirements.						
		UPPER DIVISION CORE REQUIREMENTS:						
		In order to take 300/400 level CBA courses, students must have the class standing of sophomore or higher.						
		Take all of the following courses (36 units):						
				Prerequisites are listed below:				
3	_____	CBA 300 International Business		None				
3	_____	ACCT 310 Cost Accounting for Managers		ACCT 201				
3	_____	ECON 333 Managerial Economics		ECON 100, 101 and MATH 115 or 122				
3	_____	FIN 300 Business Finance		ECON 100, 101, MATH 114, 115, ACCT 201 IS 310 can be taken concurrently				
3	_____	BLAW 320 Legal and Regulatory Environment of Business		FIN 220				
3	_____	HRM 360 Organizational Behavior		None				
3	_____	MGMT 300 Principles of Management		None				
3	_____	MGMT 425 Business Strategy and Policy		ACCT 310 or 320, FIN 300, MGMT 300, MKTG 300, IS 301				
3	_____	MKTG 300 Marketing		None				
3	_____	I S 300 Management Information Systems		IS 233 or equivalent				
3	_____	I S 301 Business Communications		None				
3	_____	I S 310 Business Statistics		MATH 108 or 114				
		Students who complete and formally declare a second option may be regarded as having completed a double major and appropriate notation can be made on the transcript.						
		Elective units to total the 120 units required. Students are encouraged to select electives for expansion of knowledge and intellectual interests as well as for preparation for business employment. The College of Business Administration offers many specialized courses in the varied disciplines which may be utilized for elective credit.						
		Nine units selected from:						
				Prerequisites are listed below:				
3	_____	MKTG 310 Retail Concepts and Policies		None				
3	_____	MKTG 330 Mass Marketing Communications: Advertising		None				
3	_____	MKTG 410 Services Marketing		MKTG 300, IS 301				
3	_____	MKTG 420 Sales Management		MKTG 300, IS 301				
3	_____	MKTG 430 Promotion Strategies		MKTG 300, IS 301				
3	_____	MKTG 437 Internet Marketing		IS 301				
3	_____	MKTG 465 Business to Business Marketing		MKTG 300, IS 301				
3	_____	MKTG 480 International Marketing		MKTG 300, IS 301				
3	_____	MKTG 481 International Marketing in Selected Markets		MKTG 300, IS 301				
3	_____	MKTG 492 New Products/New Services		MKTG 300, IS 301				
		And take all of the following courses:						
3	_____	MKTG 470 Marketing Research		MKTG 300, IS 310				
3	_____	MKTG 490 Consumer Behavior		MKTG 300, IS 301				
3	_____	MKTG 494 Marketing Management		MKTG 300 and senior Marketing standing				
		For further information, consult the CBA Admissions and Advising Center, (562) 985-4514. For General Education requirement information, contact the Academic Advising Center, 985-4837.						
		STATE REQUIREMENTS: 120 min units required, 40 units upper division, 48 units general education						