



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

**2004-05**

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	___	*FIN 220 Introduction to Law and Business Transactions						
3	___	MATH 114 Finite Mathematics						
3	___	MATH 115 Calculus for Business						
		Take one of the following:						
3	___	*Computer Proficiency Examinaion (CPE)						
3	___	*IS 233 Introduction to Computer Systems and Applications						
		Select one course from the following:						
3	___	PHIL 160 Introductory Ethics						
3	___	PHIL 170 Elementary Logic						
		Business majors may not apply courses offered by the College of Business Administration toward GE Requirements.						

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)



\_\_\_\_\_  
 Advisor's Name (print)

\_\_\_\_\_  
 Advisor's Signature

\_\_\_\_\_  
 Student's Signature

\_\_\_\_\_  
 Date

Department Stamp

CSULB Unit Value	CSULB Grade	Major Requirements	Need to Take	Transfer or Substitute Course	Transfer From	Advisor OK	TR Unit	TR Grade
		<p><b>UPPER DIVISION CORE REQUIREMENTS:</b></p> <p>In order to take 300/400 level CBA courses, students must have the class standing of sophomore or higher.</p> <p>Take all of the following courses (33-34 units):</p>						
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	IS 310 can be taken concurrently					
3	___	FIN 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 and MKTG 300					
3	___	MKTG 300 Marketing	None					
3	___	I S 300 Management Information Systems	None					
3	___	I S 301 Business Communications	None					
3	___	I S 310 Business Statistics	MATH 114					
		<p>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.</p> <p>Elective units to make up the total 120 units required for the degree. Each student is 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.</p> <p>Nine units selected from:</p>						
3	___	MKTG 310 Retail Concepts and Policies	None					
3	___	MKTG 330 Mass Marketing Communications: Advertising	None					
3	___	MKTG 410 Services Marketing	MKTG 300					
3	___	MKTG 420 Sales Management	MKTG 300					
3	___	MKTG 430 Promotion Strategies	MKTG 300					
3	___	MKTG 437 Internet Marketing						
3	___	MKTG 465 Business to Business Marketing	MKTG 300					
3	___	MKTG 480 International Marketing	MKTG 300					
3	___	MKTG 492 New Products/New Services	MKTG 300					
		<p>And take all of the following courses:</p>						
3	___	MKTG 470 Marketing Research	MKTG 300 and IS 310					
3	___	MKTG 490 Consumer Behavior	MKTG 300					
3	___	MKTG 494 Marketing Management	MKTG 300 and senior Marketing standing					
		<p>For further information, consult the College of Business Administration Admissions and Advising Center, (562) 985-4514.</p> <p>For General Education requirement information, contact the Academic Advising Center, 985-4837.</p>						
			<p><b>STATE REQUIREMENTS:</b></p> <ul style="list-style-type: none"> <li>* 120 minimum units required</li> <li>* 40 units must be upper division</li> <li>* 51 units must be general education</li> <li>* 120 total units required for this degree</li> </ul>					