

MARKETING, B.S. BUSINESS ADMINISTRATION

Code	Title	Units
Lower-Division Requirements		
ACC 2001	Principles of Financial Accounting	4
ACC 2002	Principles of Managerial Accounting	3
BUS 1000	Introduction to Business and Systems	3
BUS 2001	Legal Environment of Business	3
ECO 1001	Principles of Macroeconomics (FE)	3
ECO 1002	Principles of Microeconomics (FE)	3
MGT 2012	Principles of Management	3
MTH 1053	Mathematical Analysis for Business and Economics ¹	3
or MTH 1073	Business Calculus (FE)	
MTH 2003	Introduction to Statistics	3
Upper-Division Requirements		
BUS 3013	Business Communications	3
BUS 4080	International Business	3
BUS 4089	Internship in Business (3 units required)	3
FIN 3035	Business Finance	3
MKT 3032	Principles of Marketing	3
MKT 3033	Consumer and Organizational Buying Behavior	3
MKT 3036	Integrated Marketing and Sales Communication	3
MKT 3050	Digital Marketing Essentials	3
MKT 4032	Marketing Research and Analytics	3
MKT 4050	Digital Marketing Content	3
MKT 4060	Marketing Strategy	3
MGT 4088 and MGT 4088L	Strategic Management and Strategic Management Lab	3
Total Units		64

¹ MTH 1073 fulfills the Foundational Explorations Problem Solving Requirement, but MTH 1053 does not.

Recommended:

Code	Title	Units
Cross-Cultural Experience		
PHL 2011	Ethics (FE)	3