



# California State University Channel Islands

## Bachelor of Science

# BUSINESS: Marketing

### Advisement Form 2007-2008

Name \_\_\_\_\_ ID \_\_\_\_\_

The Business: Marketing Major requires 78-79 units. 120 minimum units are required for graduation.

Business curriculum	Instit.	Course	Units	Grade	Term	Prerequisites, GE and comments
<b>Lower Division Requirements (21 – 22 Units)</b>						
ACCT 210 Financial Accounting	3					
ACCT 220 Managerial Accounting	3					Prereq: ACCT 210
BUS 110 Business Law	3					
COMP 101 Computer Literacy	3					GE: B4
ECON 110 Principles of Microeconomics	3					GE: D
ECON 111 Principles of Macroeconomics	3					GE: D
MATH 140 Calculus for Business Applications	3					<u>MATH 140</u> : Prereq: A passing score on the Calculus Placement Exam or MATH 101 or 105; GE: B3
<b>OR</b>						
MATH 150 Calculus I	4					<u>MATH 150</u> : Prereq: A passing score on the Calculus Placement Exam or MATH 105; GE: B3
<b>Upper Division Requirements (57 Units)</b>						
<b>General Business Requirements (36 Units)</b>						
ACCT 300 Applied Managerial Accounting	3					Prereq: ACCT 210 and 220 or equivalent courses
BUS 320 Business Operations	3					Prereq: MATH 140 or 150
ECON 310 Intermediate Microeconomics	3					Prereq: ECON 110, 111 and either MATH 140 or 150
<b>OR</b>						
ECON 329 Managerial Economics	3					Prereq: ECON 110, 111 and either MATH 140 or 150
ECON 311 Intermediate Macroeconomics	3					Prereq: ECON 110, 111 and either MATH 140 or 150
<b>OR</b>						
ECON 320 Money and Banking	3					Prereq: ECON 110, 111 and either MATH 140 or 150
ENGL 483 Technical Visual Communication	3					
FIN 300 Business Finance	3					Prereq: ACCT 220; MATH 140 or 150
MATH 329 Statistics for Business and Economics	3					GE: B3
MGT 307 Management of Organizations	3					
MGT/BIOL 326 Scientific and Professional Ethics	3					GE: D
MIS 310 Management Information Systems	3					Prereq: COMP 101 or equivalent
MKT 310 Principles of Marketing	3					
BUS 499 Capstone	3					Prereq: All lower division and upper division courses in the major or consent of instructor

		Instit.	Course	Units	Grade	Term	Prerequisites, GE and comments
<b>Interdisciplinary Major Courses (6 Units)</b> <i>Select two courses from the following:</i>							
BUS/BIOL 331 Biotechnology in the 21 <sup>st</sup> Century	3						GE: B2, D and INTD
BUS/ART 334 The Business of Art	3						GE: C1, D and INTD
BUS/PA 335 Business & The Performing Arts	3						GE: INTD
BUS/ECON/ENGL 340 Business and Economics in American Literature	3						GE: C2, D and INTD
BUS/CHEM/ECON 341 Drug Discovery and Development	3						GE: B1, D and INTD
BUS/BIOL/ECON/EDUC 342 The Zoo: Conservation, Education, and Recreation	3						GE: D and INTD
BUS/ECON/EDUC/LIB 344 The Library: Collections, Services & Instruction	3						GE: D & INTD
BUS/ECON/HIST 349 History of Business and Economics in North America	3						GE: D and INTD
BUS/ART/EDUC 434 The Museum: Culture, Business and Education	3						GE: C1, D and INTD
BUS/ECON/SOC 448 Globalization & Development	3						Prereq: SOC 100 GE: D, INTD
ECON/FIN 343 Capital Theory	3						GE: D and INTD
<b>Emphasis: Marketing (15 Units)</b>							
MKT 311 Consumer Behavior	3						Prereq: MKT 310
MKT 409 Marketing Research	3						Prereq: MKT 310
MKT 410 International Marketing Management	3						Prereq: MKT 310
MKT 411 New Product Development and Management	3						Prereq: MKT 310
Upper Division Elective: Choose any course 300+ from: ACCT, BUS, ECON, FIN, MGT, MIS or MKT not already used in the major	3						

### Additional University Graduation Requirements

<b>9 Units Upper Division Interdisciplinary GE at CSUCI (courses numbered 330-349 or 430-449)</b>	
Course 1 (in major) _____ (BUS 331, 334, 335, 340, 341, 342, 344, 349, 434, 448 or ECON 343)	Course 2 (in major) _____ (BUS 331, 334, 335, 340, 341, 342, 344, 349, 434, 448 or ECON 343)
Course 3 (outside of major) _____ (Choose from GE A-E)	
<b>American Institutions Requirements:</b> US History _____ (Choose from HIST 270, 271, 272, 275 or 350)	State and Local Gov't _____ POLS 150
<i>Students must receive a grade of "C" or better in the language and Multicultural Requirements</i>	
<b>Language Requirement:</b> GE C3a _____ (one semester of college level language)	
<b>Multicultural Requirement:</b> GE C3b _____	
<i>Minimum total units to graduate: 120 of which 40 must be upper division. Please see catalog for a complete list of graduation requirements.</i>	
Advisor _____	Date Completed: _____
Advisor Comments: _____ _____	