

**Bachelor of Science in Business Administration: Marketing Concentration - Advertising Emphasis**

The purpose of the Degree Roadmap is to serve as a guide for planning one's academic coursework required to complete a specific major semester by semester. Before enrolling, you can use the Degree Roadmap to get a feel for the courses you'll take in this major. After enrolling, refer to the University Catalog, Class Schedule and consult with your academic advisor each semester for advisement to specify which courses you will take to fulfill each graduation

requirement and are progressing toward graduation in a timely manner as possible. **The Degree Roadmap is subject to change and is NOT to be considered a replacement for advisement with an academic advisor.** See *University Catalog* for information on the Graduate Writing Assessment Requirement (GWAR). *A minimum of 120 units are required for completion of degree.* \*See reverse side for General Education (GE) course requirements.

**Upper Division Transfer Requirements**

- Complete a minimum 60 transferable semester (or 90 quarter) units with a 2.0 GPA (nonresidents require 2.4 GPA) and be in good standing at the last college or university attended. Within those 60 semester units, complete a minimum of 30 semester (or 45 quarter) units of General Education courses with a minimum 2.0 GPA and a "C-" grade or better in Oral Communication, Written Communication (English Composition), Logic/Critical Thinking and Mathematics/Quantitative Reasoning.
- Complete and submit a CSU Application for Admission by the posted deadline through **CAL STATE APPLY** at **CALSTATE.EDU/Apply**.
- Submit official transcripts from all colleges attended.
- Students applying to an impacted program may have to meet supplementary requirements.
- The following degree roadmap assumes you have junior standing (60 units) and have completed all lower division General Education Courses.
- A minimum of 120 degree applicable units are required for degree completion. A minimum of 30 units must be taken in residence at CSUDH.

Course	Unit	Course	Unit
<b>SEMESTER 1</b>		<b>SEMESTER 2</b>	
BUS UD Core Writing	1	OMG 321	3
BUS UD Core Writing	1	CIS 370	3
GE Area F1 UD Humanities	3	MKT 355	3
FIN 360	3	Major Elective	3
GWAR Requirement	3	GE Area F2 UD Natural Sciences or Area F3 UD Social Science & Cultural Pluralism	3
MGT 310	3		
MKT 350	3		
<b>SEMESTER 3</b>		<b>SEMESTER 4</b>	
OMG 322	3	MGT 490	3
GE Area F2 UD Natural Sciences or Area F3 UD Social Science & Cultural Pluralism	3	BUS 445	3
COM 344	3	MKT 459	3
MKT 454	3	Major Elective	3
MKT 352	3	Major Elective	3

**Total Units: 62**

**Learn More**

- To learn more about the Bachelor of Science in Business Administration: Marketing Concentration - Advertising Emphasis at CSUDH, call the Department of Management and Marketing at (310) 243-3557 or (310) 243-3551, visit SBS D-321, or visit **CSUDH.EDU/cbapp/departments/**.
- For more information on applying to CSUDH, visit **CSUDH.EDU/Future-Students**.
- Apply online at **CAL STATE APPLY** website at **CALSTATE.EDU/Apply**.
- Career information, visit **CSUDH.EDU/Career-Center**.

## Bachelor of Science in Business Administration: Marketing Concentration - Advertising Emphasis

### Faculty

Xia Zhao, Department Chair; Yann Abdourazakou, Orié Berezan, William David Brice, Kirti Celly, Natasa Christodoulidou, Jessica Federman, David Hoopes, Jim Katzenstein, Lei Lai, Thomas J. Norman, Melissa St. James, Sari Silvanto-Ryan, Bing Xu, Meng Zhao

### Career Options

Employment opportunities for students with a Major in Business Administration exist within many areas. In the private sector, students will find employment in a wide variety of business and professional organizations including public accounting firms, banks, savings and loans, and other financial institutions, commercial and high technology industries, and in a multitude of firms engaged in transportation, communications and the increasingly important foreign trade sector. Furthermore, business majors are actively recruited by many not-for-profit and public organizations for their skills in accounting and financial management, marketing, computer and data processing, human resource administration and general management. Those who want to engage in entrepreneurial activity and operate their own business also will benefit from a major in business administration. In addition, an undergraduate degree in business administration is excellent preparation for graduate study in business, law and other academic areas offering a professional focus.

### \*General Education (GE) Requirements

#### A. Basic Skills:

Courses must be passed with a grade of "C" or higher.

GE A1: ENG 110 or (ENG 108 and ENG 109), and ENG 111

GE A2: MAT 271, PHI 120 or PSY 110

GE A3: THE 120

GE A4: CSC 101 or LIB 150 (Library Skills optional category.)

#### B. Area of the Natural Sciences and Quantitative Reasoning:

Select one course from each category below. Category 4 courses must be passed with a grade of "C" or higher.

GE B1: CHE 102, EAR 100, GEO 200, PHY 100

GE B2: ANT 101, BIO 102

GE B3: BIO 103 (concurrent enrollment in BIO 102 or prior life science course recommended), EAR 101 (concurrent enrollment EAR 100 or prior earth science course recommended), CHE 103

Students majoring or minoring in one of the natural sciences may substitute more advanced science courses. These students should see a faculty advisor.

GE B4: MAT 105, 131, 132, 151, 153, 171, 191, 193

#### C. Area of the Humanities:

Select one course from each category below. Select an additional course from either category. A student may not take all 3 courses in this area from a single academic department.

GE C2: AFS 205, ART 100, 101, CHS 125, COM 130, DAN 130, MUS 101, 110, 201, 250, THE 100, 160

GE C3: AFS 200, 231, APP 101, CHS 100, 205, ENG 230, FRE 220, HUM 200, 212, PHI 101, 102, SPA 151, 221

#### D. Area of the Social Sciences:

Select one course from each category below.

In categories 1 and 2, select courses from different departments.

GE D1: AFS 212, 220, ANT 100, APP 212, CHS 212, ECO 210, 211, LBS 205, LAW 240, PSY 101, SOC 101, 102, WMS 250

GE D2: AFS 201, ANT 102, CHS 200, GEO 100, HIS 120, 121, LBR 200, MGT 200, POL 100

GE D3: HIS 101

GE D4: POL 101

(Note: Students who satisfy the category 3 and 4 requirements by non-credit exams will need to complete 9 units in area D.

Select three courses in categories 1 and 2 from 3 different departments.)

#### E. Objectives for Lifelong Learning and Self-Development:

Select one course from the following.

GE E: BUS 100, CIS 275, FIN 200, HEA 100, 201, KIN 235, REC 100, UNV 101

#### F. Upper Division Integrative Studies:

Select one course from each category. Courses in this category are to be taken after 60 semester units and ALL lower division General Education courses have been completed.

GE F1: APP 315, CHS 340, 345, HIS 376, HUM 310, 312, 314, IDS 312, MUS 345, 486, THE 315, 317, 319

GE F2: BIO 340, CSC 301, SMT 310, 312, 314, 416

GE F3: ANT 334, 371, APP 311, 327, CHS 323, 330, 335, GEO 318, HEA 468, HIS 340, 348, 354, 380, IDS 318, SBS 318

GE F4: Students may select a course from this category to satisfy one of the upper division General Education requirements (Humanities, Social Sciences or Natural Sciences and Technology) which it meets, enrolling in the section listed for that requirement in a given term. An Integrative Studies course may be used to satisfy either of the area requirements for which it is listed, but only one area requirement may be satisfied by each Integrative Studies F4 course.

#### G. Cultural Pluralism Requirement:

Within their General Education selections or within other requirements, all students must take one course which addresses cultural pluralism (i.e. the impact of the integration of cultures).

GE G: ANT 312, 334, 336, 337, 338, 339, 340, 342, 371, 389, APP 311, 327, CHS 323, 330, 335, GEO 318, HEA 468, HIS 305, 340, 348, 354, 376, 380, IDS 318, MUS 401, PHI 383, SBS 318, SOC 322, 331, 383

(Note: ANT 334, 371, APP 311, 327, CHS 323, 330, 335, GEO 318, HEA 468, HIS 340, 348, 354, 380, IDS 318 or SBS 318, will satisfy both the Integrative Studies in Social Science and the Cultural Pluralism Requirement. Students will receive only three units, but will have met both requirements.)

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