

Business Administration, Marketing Concentration, BS

Business graduates with a Marketing concentration are prepared to pursue careers in small business and retail store management; in product, advertising, pricing, or supply chain management; also direct marketing, customer service, sales, digital and social media marketing, and entrepreneurial and international marketing. The Marketing program, offered by the [Department of Marketing and Business Analytics](#), focuses on the business function concerned with market definition and objectives, product or service development, customer segmentation and product positioning, sales management, advertising and promotion, pricing and distribution.

- [Program Learning Outcomes](#)

Summary of Degree Units

University Graduation Requirements	38
Major Preparation	15
Major Core Requirements	43
Concentration Requirements	21
University Electives	3
Total	120

Program Roadmaps

The 4-Year [Roadmap](#) is available online. Roadmaps should be used in consultation with the catalog and your advisor to identify additional requirements for completing the major (for example, course grade minimums).

Major-Specific Graduation Requirements

All courses in the Concentration Requirements for Marketing must be completed with a grade of “C- or better”. The following Preparation for the Major and Required for the Major courses must be completed with a grade of “C or better”: [ENGL 2](#), [MATH 70](#), [BUS1 20](#), [BUS2 90](#), [BUS2 130](#).

University Requirements

Students must satisfy all of the major and [Undergraduate University Graduation Requirements](#), which includes unit, GPA, and residency requirements as well as the below identified [General Education](#), American Institutions, Graduation Writing Assessment, and Physical Education requirements. Courses that meet Undergraduate University Graduation Requirements are noted with an area designation (see [Course Note Abbreviations](#)).

Core Lower Division General Education (27 units)

Of the 39 units required by the university, 12 units may be satisfied by coursework outlined below. Courses that meet GE Areas A1, A2, A3, B4, or F must be passed with a “C-” or better to meet the requirement. Consult with a major advisor for details.

Upper Division General Education (3 units)

Of the 9 units required by the university, 6 units may be satisfied by coursework outlined below. Consult with major advisor for details.

American Institutions (6 units)

Complete one 6-unit sequence of American Institutions (US123) courses, which also satisfies GE Area D. Students may also satisfy the [American Institutions Requirement](#) with other courses, but these may not satisfy other GE areas.

The American Studies sequence ([AMS 10/AMS 11](#); 6 units) satisfies the American Institutions Requirement and additional GE Areas (see course descriptions for details).

Consult with a major advisor to select the appropriate sequence.

African American Studies (6 units)

- [AFAM 2A - African Americans and the Development of America's History and Government](#) 3 unit(s) (D)
- [AFAM 2B - African Americans and the Development of America's History and Government](#) 3 unit(s) (D+US123)

Asian American Studies (6 units)

- [AAS 33A - Asian Americans in U.S. History I](#) 3 unit(s) (D)
- [AAS 33B - Asian Americans in U.S. History II](#) 3 unit(s) (D+US123)

Chicana and Chicano Studies (6 units)

- [CCS 10A - Mexican Americans and the Development of U.S. History and Government](#) 3 unit(s) (D)
- [CCS 10B - Mexican Americans and the Development of U.S. History and Government](#) 3 unit(s) (D+US123)

U.S. History and Government (6 units)

Complete One US1: US History Course

- [AMS 10 - Stories that Make America](#) 3 unit(s) (C2+US1)
- [HIST 15 - Essentials of U.S. History](#) 3 unit(s) (D+US1)
- [HIST 170S - Topics in American History: American Identities and Institutions](#) 3 unit(s) (S+US1)

Complete One US23: US Constitution and California Government Course

- [AMS 11 - Visions of Democracy](#) 3 unit(s) (D+US23)
- [POLS 15 - Essentials of U.S. & California Government](#) 3 unit(s) (D+US23)
- [POLS 16 - Power and Ideas in American Politics](#) 3 unit(s) (C2+US23)
- [POLS 170V - American Politics in Global Perspective](#) 3 unit(s) (V+US23)

Physical Education (2 units)

All SJSU undergraduate students, regardless of major, have an opportunity to expand their knowledge and skills in physical activities. To accommodate students' needs and interests, the university offers a [diverse selection of activity courses](#).

Graduation Writing Assessment Requirement

At SJSU, students must pass a Writing in the Disciplines (100W) course with a grade of C or better (C- not accepted) to meet graduation requirements. For this major, the [Graduation Writing Assessment Requirement \(GWAR\)](#) is satisfied by a course in the major.

Major Preparation (15 units)

- [ECON 1A - Principles of Economics: Macroeconomics](#) 3 unit(s)
- [ECON 1B - Principles of Economics: Microeconomics](#) 3 unit(s) (D)

- [ENGL 2 - Critical Thinking and Writing](#) .3 unit(s) (A3) (or equivalent.)
- [MATH 70 - Mathematics for Business](#) .3 unit(s) (B4) (Students who complete any of the following with a C or better may substitute it for [MATH 70](#): [MATH 30](#), [30X](#), [31](#), [31X](#), [32](#), [32X](#), [70X](#), [71](#), or [71X](#).)

Writing in the Disciplines (3 units)

- [COMM 100W - Writing Workshop: Writing for Influence](#) .3 unit(s) (WID)
- [ENGL 100WB - Written Communication: Business](#) .3 unit(s) (WID)
- [LLD 100WB - Writing Workshop for Business Students](#) .3 unit(s) (WID)

Major Requirements (64 units)

Core Courses (43 units)

Lower Division Courses (13 units)

- [BUS1 20 - Financial Accounting](#) .3 unit(s)
- [BUS1 21 - Managerial Accounting](#) .3 unit(s)
- [BUS3 80 - Legal Environment of Business](#) .3 unit(s)
- [BUS2 90 - Business Statistics](#) .3 unit(s) (Transfer students with [STAT 95](#) (C or better) may use this in lieu of [BUS2 90](#).)
- [BUS4 91L - Computer Tools for Business](#) .1 unit(s)

Upper Division Business Fundamentals Courses (15 units)

- [BUS2 130 - Introduction to Marketing](#) .3 unit(s)
- [BUS5 140 - Fundamentals of Operations Management](#) .3 unit(s)
- [BUS3 160 - Fundamentals of Management and Organizational Behavior](#) .3 unit(s)
- [BUS1 170 - Fundamentals of Finance](#) .3 unit(s)
- [BUS2 190 - Fundamentals of Business Analytics](#) .3 unit(s)

Upper Division Business Integration and Perspectives Courses (15 units)

- [BUS3 189 - Strategic Management](#) .3 unit(s)
- [BUS4 188 - Business Systems and Policy](#) .3 unit(s)
- [BUS5 187 - Global Dimensions of Business](#) .3 unit(s)
- [PHIL 186 - Professional and Business Ethics](#) .3 unit(s) (S)
- One non-business global perspectives course in Area V .3 unit(s)

Concentration Requirements (21 units)

Additional requirements for graduation: to qualify for a baccalaureate degree in business administration with a marketing concentration, all marketing courses must be completed with a grade of "C-" or better. Marketing courses are those numbered in the [BUS2 130](#) - [BUS2 139](#) sequence.

Required Courses (12 units)

- [BUS2 134A - Consumer Behavior](#) .3 unit(s)
- [BUS2 134B - Integrated Marketing Communications](#) .3 unit(s)
- [BUS2 138 - Marketing Research](#) .3 unit(s)
- [BUS2 139 - Marketing Management](#) .3 unit(s)

Additional Courses (9 units)

Complete three courses from:

- [BUS2 131A - Business to Business Marketing](#) *3 unit(s)*
- [BUS2 131B - Retail Marketing Management](#) *3 unit(s)*
- [BUS2 131D - Marketing in New Ventures](#) *3 unit(s)*
- [BUS2 132B - Supply Chain Analytics](#) *3 unit(s)*
- [BUS2 133A - International Marketing](#) *3 unit(s)*
- [BUS2 133B - Relationship Marketing: Pacific Rim](#) *3 unit(s)*
- [BUS2 133C - International Marketing: Developing Nations](#) *3 unit(s)*
- [BUS2 134C - Social Media Marketing](#) *3 unit(s)*
- [BUS2 135 - Sales Management](#) *3 unit(s)*
- [BUS2 135B - Services Marketing](#) *3 unit(s)*
- [BUS2 135C - Entertainment Marketing](#) *3 unit(s)*
- [BUS2 135D - Sports Marketing](#) *3 unit(s)*
- [BUS2 136 - Product Development](#) *3 unit(s)*
- [BUS2 137A - Soft Skills](#) *3 unit(s)*
- [BUS2 137H - Marketing and Business Analytics Honors Practicum](#) *3 unit(s)*
- [BUS2 137S - Special Topics in Marketing](#) *3 unit(s)*
- [HSPM 142 - Trade Show and Exhibition Management](#) *3 unit(s)*
- [HSPM 154 - Revenue Management](#) *3 unit(s)*

University Electives (3 units)

Total Units Required (120 units)

Business Administration, Marketing Concentration, BS (2024-2025)

The following roadmap is a sample advising map to complete the degree program in four years. Please consult your [MyPlanner](#) and [major advisor](#) as you develop your individualized academic plan. Students must have completed 60+ units in order to enroll in SJSU Studies courses.

[Year 1](#) | [Year 2](#) | [Year 3](#) | [Year 4](#)

Year 1

Fall Semester (15 units)

- [ECON 1B - Principles of Economics: Microeconomics](#) 3 unit(s) (D) ¹
- [ENGL 1A - First Year Writing](#) 3 unit(s) (A2)
- [GE Area A1](#) 3 unit(s)
- [GE Area C1](#) 3 unit(s)
- [BUS3 12 - Managing My life](#) 3 unit(s) (E)

Spring Semester (15 units)

- [ECON 1A - Principles of Economics: Macroeconomics](#) 3 unit(s) ¹
- [ENGL 2 - Critical Thinking and Writing](#) 3 unit(s) (A3) ²
- [MATH 70 - Mathematics for Business](#) OR [MATH 70X - Mathematics for Business](#) 3 unit(s) (B4) ²
Note: MATH 70X requires enrollment in [MATH 70W](#).
- [GE Area C2](#) 3 unit(s)
- [GE Area F](#) 3 unit(s)

Year 2

Fall Semester (14 units)

- [BUS3 80 - Legal Environment of Business](#) 3 unit(s)
- [BUS1 20 - Financial Accounting](#) 3 unit(s) ⁴
- [GE Area D](#) + [US123](#) 3 unit(s) ⁴
- [GE Area B1+B3](#) 3 unit(s) *
- [BUS4 91L - Computer Tools for Business](#) 1 unit(s)
- Physical Education 1 unit(s)
- Complete the [Upper Division Writing - Directed Self Placement](#)

Spring Semester (16 units)

- [BUS2 90 - Business Statistics](#) 3 unit(s) ⁴
- [BUS1 21 - Managerial Accounting](#) 3 unit(s)
- [GE Area D](#) + [US123](#) 3 unit(s) ³

- [GE Area B2+B3](#) 3 unit(s) *
- [GE Area C1 or C2](#) 3 unit(s)
- Physical Education 1 unit(s)

Note: Complete 60 units to reach Upper Division Standing.

Year 3

Fall Semester (15 units)

- [COMM 100W - Writing Workshop: Writing for Influence, ENGL 100WB - Written Communication: Business, OR LLD 100WB - Writing Workshop for Business Students](#) 3 unit(s) (WID) ⁵
- [BUS2 130 - Introduction to Marketing](#) 3 unit(s)
- [BUS3 160 - Fundamentals of Management and Organizational Behavior](#) 3 unit(s)
- [BUS5 187 - Global Dimensions of Business](#) 3 unit(s)
- [SJSU Studies Area V](#) 3 unit(s) ⁶

Note: Area V also fulfills Non-Business Global Perspectives (a major requirement).

Spring Semester (15 units)

- [BUS2 134A - Consumer Behavior](#) 3 unit(s) ⁷
- [BUS2 138 - Marketing Research](#) 3 unit(s) ⁷
- [BUS5 140 - Fundamentals of Operations Management](#) 3 unit(s)
- [BUS1 170 - Fundamentals of Finance](#) 3 unit(s)
- [BUS3 186/PHIL 186 - Professional and Business Ethics](#) 3 unit(s) ⁶

Note: BUS3/PHIL 186 is a major requirement.

- [Apply to Graduate](#)

Year 4

Fall Semester (15 units)

- [BUS2 134B - Integrated Marketing Communications](#) 3 unit(s) ⁷
- Marketing Elective #1 3 unit(s) ⁷
- Marketing Elective #2 3 unit(s) ⁷
- [BUS4 188 - Business Systems and Policy](#) 3 unit(s)
- [BUS2 190 - Fundamentals of Business Analytics](#) 3 unit(s)

Spring Semester (15 units)

- [BUS2 139 - Marketing Management](#) 3 unit(s) ⁷
- [BUS3 189 - Strategic Management](#) 3 unit(s)
- Marketing Elective #3 3 unit(s) ⁷
- [SJSU Studies Area R](#) 3 unit(s) ⁶
- University Elective - Lower or Upper Division 3 unit(s) ⁸

Roadmap Notes

¹ Preparation for the Major

² Preparation for the Major and a "C" grade or better

³ Consult an advisor to determine your best option

⁴ Course requires a “C” grade or better

⁵ Prerequisite Pass WST and a “C” grade or better is required

⁶ Prerequisite Pass WST

⁷ Course requires a “C-” grade or better

⁸ If needed to reach 120 units, students may take any course

* Either B1 or B2 must be taken with a [B3 - Laboratory](#).

L = Lab; X = supplemental workshop required; W = Writing; WB = Writing for Business
