



BUSINESS ADMINISTRATION - MARKETING

- Associate of Science in Business Administration – Marketing (AS)
- Certificate in Business Foundations

A student who completes this degree will be prepared to assume responsibility for an entry or mid-level managerial position in an organization. This degree provides students with a broad knowledge of modern business and management theories through a carefully structured core curriculum consisting of courses in accounting, economics, management and computer information systems. Multiple options are available including: accounting, administration, entrepreneurship, general business, information systems, management, marketing, logistics & distribution and real estate.

Students planning to transfer to a CSU or UC may need to take additional GE Requirements to apply to transfer.

Program Contact: Eric Nasalroad • Program Counselor: Steve Jones

SEMESTER 1

COURSE NUMBER	COURSE TITLE	UNITS	ADVISING/ACTION NOTES (including elective suggestions, support services, embedded certificates etc.)
ENGL 1A/1AH	Reading and Composition	4	Visit the Reading and Writing Center
IS 15	Computer Concepts	3	
BA 10	Introduction to Business	3	
BA 33	Human Relations in Business	3	
DEGREE REQ		1-3	Choose one: BA 19V, 27, 47
	TOTAL UNITS	14-16	Visit the Tutorial and Career Centers.

SEMESTER 2

COURSE NUMBER	COURSE TITLE	UNITS	ADVISING/ACTION NOTES (including elective suggestions, support services, embedded certificates etc.)
BA 39 or STAT 7	Finite Math for Business or Elementary Statistics	3-4	
ECON 1A or 1B	Principles of Macroeconomics or Microeconomics	3	
GE REQ	Communication	3	Choose one: COMM 1/1H, 4, 8, 25
ELECTIVE		3	Recommend BUSINESS 18 – required for Business Foundations Certificate
BA 5	Business Communication	3	
	TOTAL UNITS	15-16	Meet with counselor to finalize your Student Education Plan (SEP). Apply for graduation with your certificate.

This map is intended to be used as a tool in discussion with your counselor for the creation of your personalized Student Education Plan (SEP).

SEMESTER 3

COURSE NUMBER	COURSE TITLE	UNITS	ADVISING/ACTION NOTES (including elective suggestions, support services, embedded certificates etc.)
ECON 1A or 1B	Principles of Macroeconomics or Microeconomics	3	
GE REQ	Physical Education	1	<i>Choose any physical education activity course</i>
POLSCI 2/2H	American Government	3	
MKTG 10	Marketing	3	
ACCTG 4A	Financial Accounting	4	
	TOTAL UNITS	14	

SEMESTER 4

COURSE NUMBER	COURSE TITLE	UNITS	ADVISING/ACTION NOTES (including elective suggestions, support services, embedded certificates etc.)
GE REQ	Science	3	<i>Discuss with your counselor/advisor options for general education and electives</i>
GE REQ	Art/Humanities	3	
GE REQ	Physical Education	1	<i>Choose any physical education activity course</i>
MKTG 11	Salesmanship	3	
GE REQ	Physical and Mental Wellness	3	<i>Recommend PSY 2/2H or SOC 1A</i>
MKTG 12	Advertising and Promotion	3	
	TOTAL UNITS	16	<i>Apply for graduation with degree and certificate</i>

CAREER OPPORTUNITIES

Possible Careers Include:

Manager, Business Owner, Corporate Manger, Financial Advisor, Entrepreneur, Accountant, Human Resources Manager, Marketing Manager, Information Systems Manager

Popular Transfer Programs:

CSU Fresno, CSU Long Beach, UC San Diego, UC Irvine, UC Riverside, UCLA, Stanford, University of San Diego

