

McLAREN COLLEGE OF BUSINESS - UNIVERSITY OF SAN FRANCISCO
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MARKETING MAJOR

Majors starting in Fall 2005 - 2006 - 2007

Name: _____	CWID: _____
Cat YR/Exptd Grad/ Grad Pet: _____	Major: Marketing
Advisor: _____	Revised: _____
Special Program: _____	Date/Initial: _____

U-Core (44 units + Diversity & Service Learning)			
Foundations of Comm (8 units)	Term	Completed	Lacking
A1. Public Speaking - Comm 103/RC 131			4
A2. Rhetoric & Comp - RC 120/131/250			4
Math and Science (8 units)			
B1. Quant Methods - MA 106**		0	4
B2. Natural Science (w/Lab)		0	4
Humanities (8 units)			
C1. Literature			4
C2. History			4
Mission (12 units)			
D1. Philosophy			4
D2. Theology			4
D3. Ethics			4
E. Social Science			
*Economics 101/111 & 102/112		0	6
F. Visual & Performing Arts			
Diversity (0 units)		no	yes
Service Learning (0 units)		no	yes
Subtotal CORE		0	46
Addtl CORE units needed if < 44			0
Total CORE Units Needed			46

General Electives			
Electives Units		0	26
Rethoric & Comp Electives	Term	Completed	Required
ESL 135 (4u)		no	
RC 099 (4u)		no	
RC 110/130 (4u)		no	

Total Units Completed	
Total Units Remaining	128

Bus Foundation (10 units, part of UCore)			
	Term	Completed	Lacking
Econ 101/111* Microeconomics			3
Econ 102/112* Macroeconomics			3
Math 106** Quant Methods			4
Subtotal Bus Foundation		0	10
Business Core (36 units)			
<i>Bus 101(CD) Intro Global Mgmt (2 units)</i>			<i>electives</i>
Bus 201 Accounting I			4
Bus 202 Accounting II			4
Bus 204 Quant Bus Analysis			4
Bus 301 Legal & Reg Env			4
Bus 302 Marketing Mgmt			4
Bus 304(SL) Mgmt & Org Dyn			4
Bus 305 Financial Mgmt			4
Bus 308 Systems in Org			4
Bus 401 Strategic Mgmt			4
or Bus 406 Entrepreneurship			4
Subtotal Business Core		0	36
Marketing Major (20 units)			
Bus 360 Marketing Research			4
Bus 363 Consumer Behavior			4
Bus 461(CD) Intl Mkt Mgmt			4
Mktg Electives see below			8
Subtotal Major		0	20
Addtl Business Electives (must complete min 62 units)			
			0
Total Business Units		0	66

Marketing Major Notes:
Marketing Electives: Bus 361,364,366,369,451,460,464,465,469

PLEASE NOTE: This is an unofficial list of the University Core and Business curriculum as of Fall 2006. Specific courses fulfilling UCore and Business requirements are updated every term. For general advising and registration questions, contact the Undergraduate Program Office, MH-113, (415) 422-2521. For major-related questions/advising, contact faculty area advisors.

TR = Transferred, W = Waived, SL = Service Learning, CD = Cultural Diversity