**Quickest way to a Four Year degree in Marketing**

Make a Plan with the Counseling office in MUB – MU 39



1. **Download CALIFORNIA STATE UNIVERSITIES: CCSF courses approved for certification of General Education Areas for all California State Universities 2017-18**

http://www.ccsf.edu/dam/Organizational\_Assets/Department/CCSF\_Articulation/CSU/General\_Ed\_Worksheet/2017-18\_CSU\_GE\_Worksheet.1.pdf

1. **Complete General Education Requirements: 60 units (40 lower division, 20 elective units)**

| **Requirement** | **Course Level** | **Units** | **Area Designation** |
| --- | --- | --- | --- |
| [Oral Communication](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | A1 |
| [Written English Communication I](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | A2 |
| [Critical Thinking](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | A3 |
| [Written English Communication II](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | A4 |
| [Physical Science](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | B1 |
| [Life Science](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | B2 |
| [Lab Science](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 1 | B3 |
| [Mathematics/Quantitative Reasoning](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | B4 |
| [Arts](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | C1 |
| [Arts or Humanities](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | C1 or C2 |
| [Humanities: Literature](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | C3 |
| [Social Sciences](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | D1 |
| [Social Sciences: US History](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | D2 |
| [Social Sciences: US & CA Government](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD | 3 | D3 |
| [Lifelong Learning and Self-Development (LLD)](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/) | LD or UD | 3 | E |
| [Physical and/or Life Science](http://bulletin.sfsu.edu/undergraduate-education/general-education/upper-division/) | UD | 3 | UD-B |
| [Arts and/or Humanities](http://bulletin.sfsu.edu/undergraduate-education/general-education/upper-division/) | UD | 3 | UD-C |
| [Social Sciences](http://bulletin.sfsu.edu/undergraduate-education/general-education/upper-division/) | UD | 3 | UD-D |
| General Education Requirements |

1. **Complete the CCSF Marketing Certificate requirement**

|  |  |
| --- | --- |
| **Course** | **Units** |
| **Required courses:** |
| MRKT 122 - Professional Selling | 3.00 |
| MRKT 140 - Introduction to Marketing | 3.00 |
| MRKT 150 - Consumer Behavior | 3.00 |
| MRKT 170 - Advertising and Integrated Marketing Communication | 3.00 |
| INTR 163 - International Marketing | 3.00 |
| SUPV 231 - Introduction to Supervision and Management | 3.00 |
| MRKT 180 - Social Media Marketing | 3.00 |
| Total: | 21.00 |
| **Choose one of the following Business options:** |
| GNBS 119 - Introduction to Business | 3.00 |
| SMBS 135 - Ownership and Operation of a Small Business | 3.00 |
| Total: | 3.00 |
| **Choose one of the following Computer options:** |
| MABS 60 - Introduction to Computer Applications for Business | 3.00 |
| MRKT 145 - Computer Marketing Applications | 3.00 |
| Total: | 3.00 |
| **Total:** | **27.00** |

1. **Transfer to a State University with a Liberal Studies Major and a Minor in Marketing**
* East Bay Hayward
* San Jose State
* San Francisco State
* Sonoma State
* Cotati State
* Chico State University
1. **Begin Taking required core courses for Liberal Studies (B.A) Minimum 45 Units)**

Area I — Communication, Language, and Literature (6–7 Units)

Area II — Life Science, Physical Science, and Mathematics (6 Units)

Area III — Behavioral and Social Sciences (6 Units)

Area IV — Creative Arts and Humanities (6 Units)

**6. Minor in Marketing – 18 Units -**

http://bulletin.sfsu.edu/colleges/business/marketing/minor-marketing/

Required Courses (9 units)

Code Title Units

ECON 101 Introduction to Microeconomic Analysis 3

MKTG 431 Principles of Marketing 3

MKTG 434 Advertising Theory and Practice 3

*Course List Elective Courses (9 units)*

Select three of the following with the approval of a marketing advisor:

MKTG 432 Public Relations 3

MKTG 433 Personal Selling 3

MKTG 436 Retail Management 3

MKTG 441 Business to Business Marketing 3

MKTG 443 Sales Promotion and Publicity 3

MKTG 469 Digital Marketing 3

MKTG 637 Sales Management 3

MKTG 644 Services Marketing 3

MKTG 647 Organizational Reputation Management and Communication 3

MKTG 675 Brand Management 3

MKTG 680 International Marketing Management 3

MKTG 688 New Product Management Seminar 3

MKTG 689 New Product Marketing and Launch 3

**7. Apply for great jobs in Marketing with a Marketing Certificate from CCSF, a Bachelor’s degree in**

**Liberal Studies and a minor in Marketing**