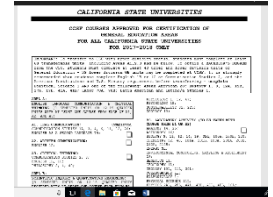


## Quickest way to a Four Year degree in Marketing

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](http://www.ccsf.edu/dam/Organizational_Assets/Department/CCSF_Articulation/CSU/General_Ed_Worksheet/2017-18_CSU_GE_Worksheet.1.pdf)

2. Complete General Education Requirements: 60 units (40 lower division, 20 elective units)
3. Complete the CCSF Marketing Certificate requirements:

MRKT 122 - Professional Selling  
MRKT 140 - Introduction to Marketing  
MRKT 150 - Consumer Behavior  
MRKT 170 - Advertising and Integrated Marketing Communication  
SUPV 231 - Intro to Supervision & Management

*Choose one of the following Accounting options:*

ACCT 1 - Financial Accounting  
ACCT 10 - Introduction to Accounting  
BSMA 68 - Mathematics of Business

*Choose one of the following Business options:*

GNBS 119 - Introduction to Business 3.00  
SMBS 135 - Ownership and Operation of a Small Business

*Choose one of the following International options:*

INTR 162 - Survey of International Business  
INTR 163 - International Marketing

*Choose one of the following Computer options:*

MABS 60 - Introduction to Computer Applications for Business  
MRKT 145 - Computer Marketing Applications

Total Major or Certificate Requirement: 27.00 - 29.00

#### 4. 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

#### 5. Begin Taking required core courses for Liberal Studies (B.A) Minimum 45 Units)

##### Required Core Courses

Before beginning the core courses, students should have completed ENG 214 or equivalent (e.g. AFRS 214, CWL 214, or ENG 1B at a community college). LS 300GW introduces important concepts of interdisciplinary study and should be taken either before or concurrently with the Area Core Courses, usually no later than the junior year. Students are strongly encouraged to complete all Area Core Courses before taking LS 690, the culminating experience for the major, in the senior year.

Course List

Code	Title	Units
<u>LS 300GW</u>	Perspectives on Liberal Studies - GVAR (Prerequisite: <u>ENG 214</u> or equivalent.)	3

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

Select one course from the Literature list of courses, and one course from the Communication Studies list of courses.

##### Literature

Course List

Code	Title	Units
Select one course from the following:		
<u>AA S 322</u>	Chinese American Language and Literature	3
<u>AA S 332</u>	Japanese American Art and Literature	3
<u>AA S 352</u>	Filipina/o American Literature, Art, and Culture	3
<u>AA S 372</u>	Vietnamese American Literature	3
<u>AA S 512</u>	Asian American Children's/Adolescent Literature	3
<u>AFRS 411</u>	African and African American Literature	3
<u>CWL 440</u>	"Typical American": Narratives of Multiculturalism in the Americas from 1492 to the Present	3
<u>ENG 398/MGS 397</u>	Greek American Literature	3
<u>ENG 528</u>	American Literature: 1914-1960	3

Course List

<b>Code</b>	<b>Title</b>	<b>Units</b>
<u>ENG 535</u>	Literature and Ecology	3
<u>ENG 554</u>	Modern American Novel	3
<u>ENG 555</u>	The Short Story	3
<u>ENG 583</u>	Shakespeare: Representative Plays	3
<u>ENG 584</u>	Shakespeare: Selected Plays	3
<u>ENG 614</u>	Women in Literature: Authors and Characters	3
<u>ENG 631</u>	Post-Colonial Literature in English	3
<u>ENG 636</u>	Greek and Roman Myth and Modern Literature	3
<u>ENG 655</u>	Literature and the Adolescent Reader	3
<u>LTNS 560</u>	Contemporary Latina/o Literature	3
<u>RRS/ARAB 450</u>	Contemporary Arabic and Arab American Literature	3
<u>WGS 541</u>	Women Writers and Social Change	3
<u>WGS 548</u>	Literature by U.S. Women of Color	3
<u>WGS/SXS 551</u>	Queer Literatures and Media	3

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**Communication Studies**

Course List

<b>Code</b>	<b>Title</b>	<b>Units</b>
Select one course from the following:		
<u>COMM 220</u>	Introduction to the Performance of Literature	3
<u>COMM 230</u>	Introduction to Argumentation and Debate	3
<u>COMM 250</u>	Introduction to Group Discussion and Teamwork	3
<u>COMM 551</u>	Persuasion	4
<u>COMM 552</u>	Performance and Feminism	4
<u>COMM 553</u>	Performance and Identity	4
<u>COMM 554</u>	Performance of Children's Literature	4
<u>COMM 559</u>	Theory and Practice in Advanced Public Speaking	4

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

Select one course from Life Science and one Physical Science:

**Life Science**

Course List

<b>Code</b>	<b>Title</b>	<b>Units</b>
Select one course from the following:		
<u>BIOL 300</u>	Nature Study	3
<u>BIOL 310</u>	Biology for Today's World	3
<u>BIOL 313</u>	Principles of Ecology	3
<u>BIOL 318</u>	Our Endangered Planet	3
<u>BIOL 326</u>	Disease!	3
<u>BIOL 327</u>	AIDS: Biology of the Modern Epidemic	3

Course List

<b>Code</b>	<b>Title</b>	<b>Units</b>
<u>BIOL 330</u>	Human Sexuality ( <u>BIOL 322</u> is not a substitute)	3
<u>LS 430</u>	Future of the Forests	3

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**Physical Science**

Course List

<b>Code</b>	<b>Title</b>	<b>Units</b>
Select one course from the following (or approved alternative):		
<u>CHEM 380</u>	Chemistry Behind Environmental Pollution (Prerequisite: <u>CHEM 115</u> )	3
<u>ERTH 310</u>	The Violent Earth	3
<u>ERTH 325</u>	Geology of the National Parks	3
<u>ERTH 330</u>	California Water	3
<u>ERTH 335</u>	Global Warming	3
<u>ERTH 360</u>	California Weather Events	3
<u>ERTH 365</u>	Extreme Weather in a Warming World	3
<u>LS 309</u>	Physical Sciences for Elementary School Teachers	3

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**Area III — Behavioral and Social Sciences (6 Units)**

Course List

<b>Code</b>	<b>Title</b>	<b>Units</b>
<u>LS 400</u> & <u>LS 401</u>	Social Sciences Core I and Social Sciences Core II	6

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**Area IV — Creative Arts and Humanities (6 Units)**

Course List

<b>Code</b>	<b>Title</b>	<b>Units</b>
<u>HUM 425</u> & <u>LS 426</u>	Thought and Image: Humanities and Thought and Image: Creative Arts	6

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**Culminating Experience (3 Units)**

Course List

<b>Code</b>	<b>Title</b>	<b>Units</b>
<u>LS 690</u>	Liberal Studies Senior Seminar ( <u>LS 300GW</u> is a prerequisite)	3

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**Emphasis Pattern Beyond the Core (15 Units)**

Fifteen semester units beyond the core must be taken with liberal studies advisor approval, with at least six units completed at the upper division level. Students may choose to complete an approved minor in lieu of an area of

emphasis. Refer to the Liberal Studies website ([humanitiesliberalstudies.sfsu.edu](http://humanitiesliberalstudies.sfsu.edu)) and consult with a major advisor regarding possible emphases.

**Area I: Communication, Language, and Literature**

- English Language: Literature, Language, and Communication
- Literature and Oral Performance
- Languages and Literatures Other Than English
  - Chinese
  - Classical Languages
  - French
  - German
  - Italian
  - Japanese
  - Russian
  - Spanish

**Area II: Life Science, Physical Science, and Mathematics**

- Earth and Space Science
- Environmental Science
- Life Science
- Mathematics
- Physics and Astronomy

**Area III: Behavioral and Social Sciences**

- Anthropology
- Economics
- Ethnic Studies
- Geography
- Health, Kinesiology, and Recreation
- History
- International Relations
- Political Science
- Urban Studies

**Area IV: Creative Arts and Humanities**

- Creative Arts
- Humanities
- Philosophy
- Philosophy and Religion

**Integrated Studies**

- Ancient Mediterranean Civilizations
- California Studies
- Early Childhood Education
- Gender, Culture, and Representation
- Jewish Studies
- Multidisciplinary Ethnic Studies

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

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

***Required Courses (9 units)***

<b>Code</b>	<b>Title</b>	<b>Units</b>
<u>ECON 101</u>	Introduction to Microeconomic Analysis	3
<u>MKTG 431</u>	Principles of Marketing	3
<u>MKTG 434</u>	Advertising Theory and Practice	3

Course List

***Elective Courses (9 units)***

<b>Code</b>	<b>Title</b>	<b>Units</b>
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Select three of the following with the approval of a marketing advisor:

<b>Code</b>	<b>Title</b>	<b>Units</b>
<u>MKTG 432</u>	Public Relations	3
<u>MKTG 433</u>	Personal Selling	3
<u>MKTG 436</u>	Retail Management	3
<u>MKTG 441</u>	Business to Business Marketing	3
<u>MKTG 443</u>	Sales Promotion and Publicity	3
<u>MKTG 469</u>	Digital Marketing	3
<u>MKTG 637</u>	Sales Management	3
<u>MKTG 644</u>	Services Marketing	3
<u>MKTG 647</u>	Organizational Reputation Management and Communication	3
<u>MKTG 675</u>	Brand Management	3
<u>MKTG 680</u>	International Marketing Management	3
<u>MKTG 688</u>	New Product Management Seminar	3
<u>MKTG 689</u>	New Product Marketing and Launch	3
Course List		

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.