



CAL POLY

Student Services

ORFALEA COLLEGE OF BUSINESS

Business Administration

Marketing Concentration

4-Year Semester

2026-2028 Semester Catalog

TOTAL SEMESTER UNITS REQUIRED : 120

YEAR ONE		YEAR TWO		YEAR THREE		YEAR FOUR	
FALL	SPRING	FALL	SPRING	FALL	SPRING	FALL	SPRING
Career Readiness I BUS 1100 (1)	Legal Responsibilities of Business BUS 2207 (3)	Career Readiness II BUS 2206 (1)	Principals of Marketing BUS 3346 (3) <small>Prerequisite: Completion of one course in GE Area 1 with a grade of C- or better (GE Area A for 2022-2026 catalog)</small>	Career Readiness III BUS 3306 (1) <small>Prerequisite: Junior standing and BUS 206 or BUS 2206</small>	Law, Governmental, and Social Influences on Business BUS 4404 (3) <small>Prerequisite: BUS 207 or BUS 2207.</small>	Senior Project (3) <small>(See Catalog for Courses)</small>	Strategic Management & Assurance of Learning Assessment BUS 4401 (3) & BUS 4411 (0) <small>Prerequisite: Senior standing; BUS 1342, BUS 3343, BUS 2207, BUS 2215; BUS 3346; BUS 3387; BUS 3391; and completion of one of the following: ITP 3303, ITP 3326, ITP 3330, ITP 3341, or ITP 3371. Concurrent: BUS 4411. Recommended: BUS 4404.</small>
Financial Accounting BUS 2214 (3)	Managerial Accounting BUS 2215 (3) <small>Prerequisite: BUS 212, BUS 214, BUS 2212, or BUS 2214.</small>	Information Systems BUS 3391 (3) <small>Prerequisite: Completion of one course in GE Area 1 with a grade of C- or better (GE Area A for 2022-2026 catalog); or ITP 125 or ITP 1125 and Industrial Technology major or Industrial Technology minor.</small>	Organizational Behavior BUS 3387 (3) <small>Prerequisite: Completion of one course in GE Area 1 with a grade of C- or better (GE Area A for 2022-2026 catalog).</small>	International Business (3-4) <small>(See Catalog for Courses)</small>	Marketing Research BUS 4418 (3) & BUS 4418A (1) <small>Prerequisite: BUS 3346</small>	Concentration Elective (3) & Connected Activity (1)¹ <small>(See Catalog for Courses)</small>	Concentration Elective(3) & Connected Activity (1)¹ <small>(See Catalog for Courses)</small>
Survey of Economics ECON 2001 (4B) (3)[^]	Calculus for Data Science I MATH 1264 (4)[^] <small>Prerequisite: Appropriate Math Placement; MATH 1005 with a grade of C- or better; or MATH 1007 with a grade of C- or better.</small> Business Calculus MATH 1267 (3)[^] <small>Prerequisite: One of the following: Appropriate Math Placement; MATH 116, MATH 118, MATH 119, MATH 1004, MATH 1005, MATH 1006, or MATH 1007. Either option fulfills GE Area 2 with C- or better.</small>	Financial Institutions BUS 1342 (3) OR Quantitative Methods in Finance BUS 3343 (3) <small>Prerequisite: One of the following: STAT 252, STAT 302, STAT 325, STAT 1220, STAT 3430, STAT 3520, ECON 339, or ECON 3021; and one of the following: MATH 121, MATH 221, MATH 1264, or MATH 1267.</small>	Technology Management (3)[^] <small>(See Catalog for Courses)</small>	Consumer Insights BUS 3396 (3) & BUS 3396A (1) <small>Prerequisite: Graphics Communications Major and GRC 3030; or BUS 3346.</small>	Concentration Elective (3) & Connected Activity (1)¹ <small>(See Catalog for Courses)</small>	GE UD 2 or 5 (3)	GE UD 3 (3)
Business Statistics I STAT 1210 (3)[^] <small>Prerequisite: MATH 118, MATH 1006, or appropriate MATH Placement Level.</small>	Business Statistics II STAT 1220 (3) <small>Prerequisite: STAT 251 or STAT 1210 with grade of C- or better or consent of instructor</small>	GE 1B (3)*	GE 3B (3)*	GE UD 4 (3)[^] <small>Note: Area 4 courses must come from at least two different prefixes*</small>	GE 6 (3)	FREE ELECTIVE (3)	FREE ELECTIVE (3)
GE 1A (3)*	GE 1C (3)*	GE 3A (3)*	GE 5A/C (4)**	GE 5B (3)**	FREE ELECTIVE (4)	FREE ELECTIVE (3)	FREE ELECTIVE (3)
13 UNITS	15-16 UNITS	16 UNITS	16 UNITS	15 UNITS	14 UNITS	14 UNITS	16 UNITS

Please Note: This flowchart is an example and not a template of your individualized plan. You will need to consult the Catalog and Degree Progress Report for detailed information about what you need to graduate. OCOB Academic Advising is available for assistance in this process.

- *Refer to current catalog for course requirements
- ** Need to include 5C lab component with either option
- ^ Double fulfillment opportunity. Free electives may be needed to meet unit total.
- ! - Please review catalog for required concentration activities. For MKT concentration, all 3 electives must have a connected activity.

Course Color Key and Legend

MAJOR	<div style="border: 1px solid black; padding: 5px; width: 80px; margin: auto;"> <small>Course Title</small> Course # (units) <small>Prerequisite (GE) if applicable</small> <small>Special Notes</small> </div>
SUPPORT	
GE	
CONCENTRATION	

Please note: Only take Free Electives if needed. Free Electives can be taken any term.

Additional Requirements

Click the links below to learn more about how to complete these requirements before graduation.

- [U.S. CULTURAL PLURALISM \(USCP\)](#)
- [GRADUATION WRITING REQ. \(GWR\)](#)