



CAL POLY

Student Services

ORFALEA COLLEGE OF BUSINESS

Economics 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
<p>Survey of Economics & Using Big Data to Solve Economic and Social Problems</p> <p>ECON 2001[^] (3) & ECON 2021 (3)</p> <p>OR</p> <p>Microeconomics & Macroeconomics</p> <p>ECON 2030 (3) & ECON 2040 (3)</p>	<p>Calculus for Data Science I</p> <p>MATH 1264 (4)</p> <p><i>Prerequisite: Appropriate Math Placement; MATH 1005 with a grade of C- or better; or MATH 1007 with a grade of C- or better.</i></p>	<p>Statistics I</p> <p>STAT 1510[^] (3)</p> <p><i>Prerequisite: One of the following: MATH 116, MATH 118, MATH 119, MATH 1004, MATH 1005, MATH 1006, MATH 1007, or appropriate Math Placement Level.</i></p>	<p>Intermediate Microeconomics</p> <p>ECON 3030 (4)</p> <p><i>Prerequisite: One of the following: ECON 201, ECON 221, ECON 2001, or ECON 2030; and one of the following: MATH 121, MATH 141, MATH 1261, or DATA/MATH 1264. Corequisite: One of the following: MATH 123, MATH 241, DATA/MATH 1265, or MATH 2263.</i></p>	<p>Intermediate Macroeconomics</p> <p>ECON 3040 (4)</p> <p><i>Prerequisite: One of the following: ECON 201, ECON 222, ECON 2001, or ECON 2040. Corequisite: ECON 311 or ECON 3030.</i></p>	<p>Programming for Economics and Analytics & Project</p> <p>ECON 3015 (3) & ECON 3015A (1)</p> <p><i>Prerequisite: Junior Standing</i></p>	<p>ECON 4000-level Elective & Project/Activity Course (4)*</p> <p><i>(See Catalog for Courses)</i></p>	<p>Applied Senior Project</p> <p>ECON 4460 (4)</p> <p><i>Prerequisite: Senior Standing; ECON 311 or ECON 3030; ECON 313 or ECON 3040; ECON 339 or ECON 3021; and two 4000-level ECON courses</i></p>
<p>Financial Accounting</p> <p>BUS 2214 (3)</p> <p>OR</p> <p>Legal Responsibilities of Business</p> <p>BUS 2207 (3)</p>	<p>Calculus for Data Science II</p> <p>MATH 1265 (4)</p> <p><i>Prerequisite: MATH 1264 with a grade of C- or higher</i></p>	<p>Econometrics</p> <p>ECON 3021 (4)</p> <p><i>Prerequisite: Either ECON 221, ECON 2030 and ECON 222 or ECON 2040, or ECON 201 or ECON 2001 and one of the following: MATH 121, MATH 141, MATH 221, MATH 1261, MATH 1264 or MATH 1267; and one of the following: STAT 252, STAT 301, STAT 1510, or STAT 1220.</i></p>	<p>The Economics of Equity and Social Welfare</p> <p>ECON 3050 (4)</p> <p><i>Prerequisite: ECON 311 or ECON 3030</i></p>	<p>Consumer Insights</p> <p>BUS 3396 (3) & BUS 3396A (1)</p> <p><i>Prerequisite: Graphics Communications Major and GRC 3030; or BUS 346 or BUS 3346.</i></p>	<p>Marketing Research</p> <p>BUS 4418 (3) & BUS 4418A (1)</p> <p><i>Prerequisite: BUS 346 or BUS 3346</i></p>	<p>ECON 4000-level Elective & Project/Activity Course (4)*</p> <p><i>(See Catalog for Courses)</i></p>	<p>Concentration Elective(3) & Connected Activity (1)[!]</p> <p><i>(See Catalog for Courses)</i></p>
<p>GE 1A (3)</p>	<p>GE 1C (3)</p>	<p>GE 1B (3)</p>	<p>Principles of Marketing</p> <p>BUS 3346 (3)</p> <p><i>Prerequisite: Completion of one course in GE Area 1 with a grade of C- or better (GE Area A for 2022-2026 catalog)</i></p>	<p>GE 6 (3)</p>	<p>Concentration Elective(3) & Connected Activity (1)[!]</p> <p><i>(See Catalog for Courses)</i></p>	<p>Concentration Elective (3) & Connected Activity (1)[!]</p> <p><i>(See Catalog for Courses)</i></p>	<p>GE UD 3 (3)</p>
<p>GE 4A (3)</p> <p><i>Note: Area 4 courses must come from at least two different prefixes</i></p>	<p>GE 3A (3)</p>	<p>GE 3B (3)</p>	<p>GE 5A/5C (3-4)**</p>	<p>GE UD 4 (3)[^]</p> <p><i>Note: Area 4 courses must come from at least two different prefixes*</i></p>	<p>GE 5B/C (3)**</p>	<p>GE UD 2 or 5 (3)</p>	<p>FREE ELECTIVE (4)</p>
<p>16 UNITS</p>	<p>16 UNITS</p>	<p>14 UNITS</p>	<p>14-15 UNITS</p>	<p>14 UNITS</p>	<p>15-16 UNITS</p>	<p>15 UNITS</p>	<p>15 UNITS</p>

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	<p>Course Title</p> <p>Course # (units)</p> <p><i>Prerequisite</i></p> <p><i>[GE] if applicable</i></p> <p><i>Special Notes</i></p>
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. \(GWR\)](#)