

Marketing, BS and MSABA - Suggested Five Year Sequence 2025 – 2026

First Year	
Fall Semester (4 units)	Spring Semester (4 units)
MAT 125: Calculus for Business & Social Sciences (1 unit) or MAT 127: Calculus A (1 unit)	MKT 201: Marketing Principles (0.5 unit)
ECO 101: Principles of Microeconomics (1 unit) OR ECO 102: Principles of Macroeconomics (1 unit)	MGT 201: Management Principles (0.5 unit)
FYS: First Year Seminar (1 unit)	STA 115: Statistics or STA 215: Statistical Inference (1 unit)
College Core Requirement (1 unit)	ECO 101: Principles of Microeconomics (1 unit) OR ECO 102: Principles of Macroeconomics (1 unit)
BUS 99: Business Orientation Seminar (0 credit)	College Core Requirement (1 unit)
IDS 102: Information Literacy (0 credit)	BUS 100: Professional Development (0 credit)

Note: Please double counting FYS – FYS 162 (Race/Ethnicity), FYS 163 (Gender), or FYS 164 (Global Perspectives). BUS 100 can be taken in the Sophomore Year.

Sophomore Year	
Fall Semester (4 units)	Spring Semester (4 units)
ACC 201: Financial Accounting (1 unit)	ACC 202: Managerial Accounting (1 unit) or ACC 211: Fundamentals of Accounting (1 unit)
MKT 300: Marketing Info & Analysis (1 unit)	BUS 200: Legal/Regulatory Environment of Business (1 unit)
MGT Breadth (1 unit)	IST 201: Intro to Data & Info Science (0.5 unit)
College Core Requirement (1 unit)	FIN 201: Fundamental Financial Methods (0.5 unit)
	College Core Requirement (1 unit)

Note: MKT 300 can be taken in fall or spring of sophomore year (recommended to be taken in a different semester from when Quantitative Analysis course is being completed). BUS 200 should be completed during sophomore year or by fall of junior year, at the latest.

Junior Year	
Fall Semester (4 units)	Spring Semester (4 units)
Quantitative Analysis Course	IST Breadth (1 unit)
MKT Breadth (1 unit)	FIN Breadth (1 unit)
MGT 360: Operations Management (1 unit) or MKT 360: Supply Chain Management (1 unit)	MKT 300/400 Level Course (1 unit)
ACC Minor Course (1 unit)	ACC Minor Course (1 unit)

Senior Year	
Fall Semester (3 units)	Spring Semester (3 units)
MKT 300-400 Level	MGT 499: Strategic Management (1 unit)
MKT 450: Marketing Management (1 unit)	ACCG 620: Audit Analytics (1 unit)
ACC Minor Course (1 unit)	ACCG 630: Federal Income Taxation II (1 unit)
BUS 400: Senior Exit Exam (0 unit)	International Business Course (1 unit) *

*Note: Please fulfill the International Business requirement with one major requirement (MKT 340) or Business Breadth Course (FIN 355, FIN 340 or MGT 310).

MS Accounting and Business Analytics, Recommended 5th Year Sequence

Term	Courses
Transition Summer	Elective (1 unit) Elective (1 unit)
Grad Fall	ISTG 605: Foundations of Business Analytics ISTG 625: Emerging Technologies in Business Elective (1 unit)
Grad Winter	Elective (1 unit)
Grad Spring	ACCG: Business Law BUSG 799: Professional Practicum (Culminating Experience)

MS Accounting and Business Analytics, Electives by Term

Term	Courses
Fall	ISTG 610: Regression Modeling
Winter	ISTG 650: Machine Learning
Spring	ISTG 640: Text Mining
Summer	BUSG 620: Corporate Responsibility and Business Ethics ISTG 620: Relational Database Systems MGTG 620: The Art of Persuasion: Communication for Business
Variable Terms	ACCG 693: Independent Research Practicum BUSG 799: Professional Practicum