

MARKETING CONCENTRATION STUDENT ROADMAP

Year 1

Quarter 1

GE A-1
 GE B-1 (Math 110)
 GE A-2 (Comm 120)
 GE E-2 (FIN 101)

Quarter 2

IST 101
 GE A-4 (Critical Thinking)
 MGMT 230
 GE - E1 (KINE 205)

Quarter 3

GE C-2
 GE D-1 (American History)
 GE B-2 (Life Science)
 GE B-4 (Special Topics)
 GE E-3 (Physical Education)

Year 2

Quarter 1

GE D-3 (World Cultures)
 GE C-3 (Foreign Language)
 GE C-1 (Arts)
 ADMIN 210

Quarter 2

GE C-4 (Philosophy)
 GE D-2 (PSCI 203)
 ECON 200/202
 ACCT 211

Quarter 3

GE B-3 (Physical Science)
 GE D-4 (Discipline Perspective)
 ECON 200/202
 ACCT 212

Year 3

Quarter 1

MKTG 305
 FIN 313
 Upper-Division Bus Core
 MGMT 306

Quarter 2

MKTG 410
 FIN 314
 Upper-Division Bus Core
 UD GE Capstone

Quarter 3

MKTG 416
 MKTG Elective
 Upper-Division Bus Core
 UD GE Capstone

Year 4

Quarter 1

Upper-Division Bus Core
 MKTG 420 or 430
 Free Elective
 UD GE Capstone

Quarter 2

MKTG 436
 Upper-Division Bus Core
 MKTG Elective

Quarter 3

MKTG 496
 Free Elective
 MGMT 490

Requirements:	General Education (GE)	88 Units
	Business Lower Division Core	32 Units
	Business Upper Division Core	36 Units
	Concentration	24 Units
	Total	180 Units