

Bachelor of Arts - Administration - Marketing Concentration
First Time Freshman Academic Roadmap - Palm Desert Campus

Year 1: Freshman Year				Year Total				30
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
ADMN 1500	Fall & Spring		1	IST 1110	Fall & Spring		1	
ADMN 2100	Fall & Spring		3	Critical Thinking (GE A3)	Fall & Spring		3	
MATH 1301 (GE B4)	Fall & Spring		3	General Education	Fall & Spring		3	
Foundation Seminar (GE E)	Fall & Spring		3	General Education	Fall & Spring		3	
Oral Communication (GE A1)	Fall & Spring		3	General Education	Fall & Spring		3	
Written Communication (GE A2)	Fall & Spring		3	General Education	Fall & Spring		1	
Semester Total			16	Semester Total			14	

Year 2: Sophomore Year				Year Total				30
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
ACCT 2110	Fall		3	ACCT 2120	Spring	ACCT 2110	3	
ECON 2201	Fall		3	ECON 2202 (GE D2)	Spring		3	
General Education	Fall & Spring		3	MGMT 2300	Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		3	
Free Elective	Fall & Spring		3	General Education	Fall & Spring		3	
Semester Total			15	Semester Total			15	

Year 3: Junior Year				Year Total				32
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
FIN 3001	Fall	ADMN 2100, ACCT 2120, MATH 1301/1303	3	MGMT 3500	Fall & Spring		3	
IST 3110	Fall & Spring	IST 1110	3	MGMT 3900	Spring		2	
MKTG 3050	Fall & Spring		3	MKTG 4100	Spring	MKTG 3050, MKTG 3160	3	
PA 3150 (GE D3)	Fall & Spring		3	MKTG 4200	Spring	MKTG 3050, MKTG 3160	3	
Breadth Elective	Fall & Spring		3	General Education	Fall & Spring		3	
				Free Elective	Fall & Spring		3	
Semester Total			15	Semester Total			17	

Year 4: Senior Year				Year Total				28
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
Breadth Elective	Fall & Spring		3	ADMN 4900	Fall & Spring		1	
Concentration Elective	Fall & Spring		3	MKTG 4300	Fall & Spring	MKTG 3050	3	
MGMT 3020	Fall & Spring		3	MKTG 4960 or MKTG 4760	Fall & Spring	MKTG 4100, MKTG 4160; MKTG 4700	3	
MKTG 4160	Fall & Spring	MKTG 3050, MKTG 3160	3	General Education	Fall & Spring		3	
SCM 3040	Fall & Spring	ADMN 2100	3	Free Elective	Fall & Spring		3	
Semester Total			15	Semester Total			13	
							Degree Units Total	120

MKTGCBPBAX

Last modified 2022-08-12

The roadmap is an academic planning resource. Students should refer to their PAWS report and CSUSB Bulletin/Catalog for graduation requirements.