

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

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	ADMN 2100	Fall & Spring		3	
IST 1110	Fall & Spring		1	Critical Thinking (GE A3)	Fall & Spring		3	
MATH 1301 (GE B4)	Fall & Spring		3	Written Communication (GE A2)	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	
General Education	Fall & Spring		3	General Education	Fall & Spring		1	
Semester Total			14	Semester Total			16	

Year 2: Sophomore Year				Year Total				30
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
ACCT 2110	Fall & Spring		3	ACCT 2120	Fall & Spring	ACCT 2110	3	
ECON 2202 (GE D3)	Fall & Spring		3	ECON 2201	Fall & Spring		3	
General Education	Fall & Spring		3	MGMT 2300	Fall & 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	
MGMT 3500	Fall & Spring		3	FIN 3001	Fall & Spring	ADMN 2100, ACCT 2120, MATH 1301	3	
MKTG 3050	Fall & Spring		3	IST 3110	Fall & Spring	IST 1110	3	
MKTG 3160	Fall & Spring		3	MGMT 3900	Fall & Spring		2	
SCM 3040	Fall & Spring	ADMN 2100	3	MKTG 4100	Fall & Spring	MKTG 3050, MKTG 3160	3	
Free Elective	Fall & Spring		3	MKTG 4200	Fall & Spring	MKTG 3050, MKTG 3160	3	
Semester Total			15	UD Admin. 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	
MGMT 3020	Fall & Spring		3	ADMN 4900	Spring		1	
MKTG 4160	Fall & Spring	MKTG 3050, MKTG 3160	3	MKTG 4300	Fall & Spring	MKTG 3050	3	
PA 3150 (GE D4)	Fall & Spring		3	MKTG 4960 or MKTG 4760	Fall & Spring	MKTG 4100, MKTG 4160; MKTG 4700	3	
Concentration Elective	Fall & Spring		3	General Education	Fall & Spring		3	
UD Admin. Elective	Fall & Spring		3	General Education	Fall & Spring		3	
Semester Total			15	Semester Total			13	
Semester Total			15	Semester Total			13	
Degree Units Total							120	

MKTGCBPBAX

Fall 2020