

Bachelor of Arts - Administration - Marketing Concentration
Transfer Academic Roadmap - Palm Desert Campus

Year 1: 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 2: 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							60	

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Last modified 2022-08-11

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