

Bachelor of Arts - Administration - Marketing Concentration
Transfer Academic Roadmap

Year 1: Junior Year				Year Total			
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
				UD Admin. Elective	Fall & Spring		3
Semester Total			15	Semester Total			17

Year 2: Senior Year				Year Total			
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
						Degree Units Total	60

MKTGCBPBAX

Fall 2020