

BA in DESIGN STUDIES
 Department of Art & Design
 2- Year Roadmap

* Required for major; only offered this semester.

120 unit minimum is required to graduate from CSUSB. If this requirement is not met with GE and major units, you will need to complete **free elective units. See your Academic Advisor for more details.

TRANSFER YEAR 1

Academic Year Unit Total:

Fall: Junior Year

Courses	Term (s)	Pre-Req Course(s)	Units
MKTG 3050 Marketing Principles			3
3000-level DES (design course)		Transfer course articulation CC	3
GE Course			3
Free elective			3
Free elective			3
Total Fall Units:			15

Spring: Junior Year

Courses	Term (s)	Pre-Req Course(s)	Units
MKTG 4100 Consumer Behaviour		MKTG 3050	3
3000-level or 4000-level DES (design course)		Transfer course articulation CC	3
Free elective			3
Free elective			3
Free elective			3
Total Spring Units:			15

TRANSFER YEAR 2

Academic Year Unit Total:

Fall: Senior Year

Courses	Term (s)	Pre-Req Course(s)	Units
MKTG 4460 Integrated Marketing Communications		MKTG 4100	3
GE Course			3
Free elective			3
Free elective			3
Free elective			3
Total Fall Units:			15

Spring: Senior Year

Courses	Term (s)	Pre-Req Course(s)	Units
MKTG 4750 Digital Marketing		MKTG 4460	3
GE Course			3
GE Course			3
Free elective			3
Free elective			3
Total Spring Units:			15