

Fall: Year 1

Courses	Units
*MKTG 305 (ADMN CORE)	4
*IST 309 (ADMN CORE)	4
*MGMT 302 (ADMN CORE)	4
**USTD 100B (FREE ELECTIVE)	2
Total Fall Units:	14

Winter: Year 1

Courses	Units
MGMT 350 (ADMN CORE)	4
*MKTG 410 (MKTG CONC)	4
MGMT 306 (UD WRITING)	4
GE Capstone (B.5, C.5, D.5)	4
Total Winter Units:	16

Spring: Year 1

Courses	Units
SCM 304 (ADMN CORE)	4
*MKTG 416 (MKTG CONC)	4
GE Capstone (B.5, C.5, D.5)	4
**Free elective	4
Total Spring Units:	16

Fall: Year 2

Courses	Units
*FIN 313 (ADMN CORE)	4
*MKTG 436 (MKTG CONC)	4
GE Capstone (B.5, C.5, D.5)	4
**Free elective	4
Total Fall Units:	16

Winter: Year 2

Courses	Units
*FIN 314 (ADMN CORE)	4
*PA 315 (ADMN CORE)	4
*MKTG 420 (MKTG CONC)	4
**Free elective	4
Total Winter Units:	16

Spring: Year 2

Courses	Units
*MGMT 490 (ADMN CORE)	4
*MKTG 496 (MKTG CONC)	4
*ART 322 (MKTG CONC elective)	4
Total Spring Units:	12

This program assumes completion of the following courses or equivalent coursework at a community college:

- ACCT 211 *Introductory Accounting I (4)*
- ACCT 212 *Introductory Accounting II (4)*
- ADMN 210 *Applied Business Statistics (4)*
- ECON 200 *Principles of Microeconomics (4)*
- ECON 202 *Principles of Macroeconomics (4)*
- IST 101 *Introduction to Information Technology (4)*
- MATH 110 *College Algebra (4)*
- MGMT 230 *Business Law (4)*

For community college coursework information, go to assist.org

**Administration, B.A.
Marketing Concentration
2019-2020 Transfer Roadmap**

*Required for major; only offered this quarter at PDC.

**180 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.

- Finance Minor requires four (4) courses. Two FIN courses are required for all BUAD majors (FIN 313 and FIN 314). FIN 360 and FIN 432 meet the elective requirement for the minor. For more information regarding this minor, contact Dr. Jim Estes at 909/537-5773.