

**Bachelor of Science - Design - 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 |    |
| DES 1100              | Fall          |                      | 3     | DES 1125                      | Spring        | DES 1100, 1110       | 3     |    |
| DES 1110              | Fall          |                      | 3     | Critical Thinking (GE 1B)     | Fall & Spring |                      | 3     |    |
| Mathematics (GE 2)    | Fall & Spring |                      | 3     | Oral Communication (GE 1C)    | Fall & Spring |                      | 3     |    |
| General Education     | Fall & Spring |                      | 3     | Written Communication (GE 1A) | Fall & Spring |                      | 3     |    |
| Free Elective         | Fall & Spring |                      | 3     | General Education             | Fall & Spring |                      | 3     |    |
| Semester Total        |               |                      | 15    | Semester Total                |               |                      | 15    |    |

| Year 2: Sophomore Year |               |                      |       | Year Total          |               |                            |       | 30 |
|------------------------|---------------|----------------------|-------|---------------------|---------------|----------------------------|-------|----|
| Fall Semester          | Terms Offered | Prerequisite Courses | Units | Spring Semester     | Terms Offered | Prerequisite Courses       | Units |    |
| DES 2600               | Fall          | DES 1100, 1110, 1125 | 3     | DES 2005            | Spring        | DES 1100, 1110, 1125, 2600 | 3     |    |
| AH 1221 or DES 1103    | Fall          |                      | 3     | DES 2405            | Spring        | DES 1100, 1110, 1125, 2600 | 3     |    |
| General Education      | Fall & Spring |                      | 3     | AH 1222 or DES 1104 | Fall & Spring |                            | 3     |    |
| General Education      | Fall & Spring |                      | 3     | General Education   | Fall & Spring |                            | 3     |    |
| General Education      | Fall & Spring |                      | 3     | General Education   | Fall & Spring |                            | 1     |    |
|                        |               |                      |       | Free Elective       | Fall & Spring |                            | 2     |    |
| Semester Total         |               |                      | 15    | Semester Total      |               |                            | 15    |    |

| Year 3: Junior Year |               |                                        |       | Year Total             |               |                                        |       | 30 |
|---------------------|---------------|----------------------------------------|-------|------------------------|---------------|----------------------------------------|-------|----|
| Fall Semester       | Terms Offered | Prerequisite Courses                   | Units | Spring Semester        | Terms Offered | Prerequisite Courses                   | Units |    |
| DES 3130            | Fall & Spring | DES 1100, 1110, 1125, 2005, 2405, 2600 | 3     | DES 3130               | Fall & Spring | DES 1100, 1110, 1125, 2005, 2405, 2600 | 3     |    |
| DES 3500            | Fall          | DES 3130                               | 3     | DES 3715               | Spring        | DES 3500                               | 3     |    |
| MKTG 3050           | Fall & Spring | Junior Standing                        | 3     | MKTG 4100              | Fall & Spring | MKTG 3050, 3160                        | 3     |    |
| General Education   | Fall & Spring |                                        | 3     | General Education (UD) | Fall & Spring |                                        | 3     |    |
| General Education   | Fall & Spring |                                        | 3     | General Education (UD) | Fall & Spring |                                        | 3     |    |
| Semester Total      |               |                                        | 15    | Semester Total         |               |                                        | 15    |    |

| Year 4: Senior Year    |               |                      |       | Year Total             |               |                            |       | 30 |
|------------------------|---------------|----------------------|-------|------------------------|---------------|----------------------------|-------|----|
| Fall Semester          | Terms Offered | Prerequisite Courses | Units | Spring Semester        | Terms Offered | Prerequisite Courses       | Units |    |
| DES 4100               | Fall          | DES 3130, 3500, 3715 | 3     | DES 4130               | Fall & Spring | DES 3130, 3500, 3715, 4100 | 3     |    |
| DES 4130               | Fall & Spring | DES 3130, 3500, 3715 | 3     | MKTG 4750              | Fall & Spring | MKTG 3050                  | 3     |    |
| MKTG 4460              | Fall & Spring | MKTG 4200            | 3     | DES 4195 (WI)          | Spring        | DES 3130, 3500, 3715, 4100 | 3     |    |
| General Education (UD) | Fall & Spring |                      | 3     | General Education (UD) | Fall & Spring |                            | 3     |    |
| Free Elective          | Fall & Spring |                      | 3     | Free Elective          | Fall & Spring |                            | 3     |    |
| Semester Total         |               |                      | 15    | Semester Total         |               |                            | 15    |    |
|                        |               |                      |       | Degree Units Total     |               |                            | 120   |    |

Last modified

11/19/2024

The roadmap is an academic planning resource. Students should refer to their PAWS Report and Academic Catalog for graduation requirements.