

SPORTS & ENTERTAINMENT MARKETING CONCENTRATION STUDENT ROADMAP

Year 1

Quarter 1

GE A-1
GE B-1
GE A-2 (Comm 120)
GE E-2 (FIN 101)

Quarter 2

IST 101
GE A-4 (Critical Thinking)
MGMT 230
GE – E1 (KINE 205)

Quarter 3

GE C-2
GE D-1 (American History)
GE B-2 (Life Science)
GE B-4 (Special Topics)
GE E-3 (Physical Education)

Year 2

Quarter 1

GE D-3 (World Cultures)
GE C-3 (Foreign Language)
GE C-1 (Arts)
ADMIN 210

Quarter 2

GE C-4 (Philosophy)
GE D-2 (PSCI 203)
ECON 200/202
ACCT 211

Quarter 3

GE B-3 (Physical Science)
GE D-4 (Discipline Perspective)
ECON 200/202
ACCT 212

Year 3

Quarter 1

MKTG 305
FIN 313
Upper Division Bus Core
MGMT 306

Quarter 2

MKTG Elective
FIN 314
Upper Division Bus Core
UD GE Capstone

Quarter 3

MKTG Elective
MKTG Elective
Upper Division Bus Core
UD GE Capstone

Year 4

Quarter 1

Upper-Division Bus Core
MKTG 525
Upper-Division Bus Core
UD GE Capstone

Quarter 2

MKTG 555
Upper-Division Bus Core
Free Elective (if needed)

Quarter 3

MKTG 550
Free Elective (if needed)
MGMT 490

Requirements:	General Education (GE)	88 Units
	Business Lower Division Core	32 Units
	Business Upper Division Core	36 Units
	Concentration	24 Units
	Total	180 Units