

**Bachelor of Arts - Administration - Marketing Concentration
Transfer Academic Roadmap**

| Year 1: Junior Year | | | | Year Total | | | | 32 |
|------------------------|---------------|----------------------|-----------|------------------------|---------------|--|---------------------------|-----------|
| Fall Semester | Terms Offered | Prerequisite Courses | Units | Spring Semester | Terms Offered | Prerequisite Courses | Units | |
| MKTG 3160 | Fall & Spring | | 3 | MKTG 4100 | Fall & Spring | MKTG 3050, MKTG 3160 | 3 | |
| MGMT 3500 (WI) | Fall & Spring | | 3 | MKTG 4200 | Fall & Spring | MKTG 3050, MKTG 3160 | 3 | |
| MKTG 3050 | Fall & Spring | | 3 | FIN 3001 | Fall & Spring | ADMN 2100, ACCT 2120, MATH 1301/1303 | 3 | |
| SCM 3040 | Fall & Spring | ADMN 2100 | 3 | IST 3110 | Fall & Spring | IST 1110 | 3 | |
| General Education (UD) | Fall & Spring | | 3 | MGMT 3900 | Fall & Spring | | 2 | |
| | | | | Free Elective | Fall & Spring | | 3 | |
| Semester Total | | | 15 | Semester Total | | | 17 | |
| Year 2: Senior Year | | | | Year Total | | | | 28 |
| Fall Semester | Terms Offered | Prerequisite Courses | Units | Spring Semester | Terms Offered | Prerequisite Courses | Units | |
| Concentration Elective | Fall & Spring | Varies | 3 | ADMN 4900 | Fall & Spring | Lower and Upper core (1 can be concurrent) | 1 | |
| MKTG 4160 | Fall & Spring | MKTG 3050, MKTG 3160 | 3 | MKTG 4300 | Fall & Spring | MKTG 3050 | 3 | |
| MGMT 3020 | Fall & Spring | | 3 | MKTG 4960 or MKTG 4760 | Fall & Spring | MKTG 4100, MKTG 4160; MKTG 4700 | 3 | |
| PA 3150 (GE D4, G) | Fall & Spring | | 3 | General Education (UD) | Fall & Spring | | 3 | |
| Breadth Elective | Fall & Spring | | 3 | Free Elective | Fall & Spring | | 3 | |
| Semester Total | | | 15 | Semester Total | | | 13 | |
| | | | | | | | Degree Units Total | 60 |

MKTGCBPBAX

Last modified 06-06-2024

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