

CSUSB Palm Desert Campus
Marketing Concentration: Upper Division Two-Year Road Map

Junior Year		
FALL	WINTER	SPRING
MKTG 305 Marketing Principles	MKTG 410 (OL) Consumer Behavior	MKTG 416 (OL) Marketing Research
IST 309 (DL) Information Systems and Technology	MGMT 350 Administration Communication	SCM 304 Principles of Supply Chain Management
MGMT 302 Management and Organization	MGMT 306 Expository Writing	Capstone

Senior Year		
FALL	WINTER	SPRING
MKTG 436 Marketing Decision-Making	MKTG 420 (OL) Advertising	MKTG 496* (OL) Marketing Planning and Strategy <small>*pre-reqs: Mktg 410,416,436</small>
FIN 313 Business Finance	FIN 314 Corporate Financial Management	MKTG elective: MKTG 575 Internship OR MKTG 595 Ind. Study OR ART 322 Web Design
Capstone	PA 315 Government Business Relations	MGMT 490 Strategic Management
	Capstone	

DL = Distance Learning OL = On Line

MKTG elective 4 units from (underscored available at PDC):
MKTG 430 (available online summer session), 446, 460, 470, 520, 525,
560, 575, 590, 595D