

FRESHMAN YEAR (0-44.9 units)

Academic Year Unit Total: 45

Fall: Year 1

Winter: Year 1

Spring: Year 1

Courses	Units
ENG 105 (Pre-req for A.1)	4
MATH 110 (B.1)	4
PSYC 100 (D.4)	4
USTD 100A	2
Total Fall Units:	14

Courses	Units
GE A.1	4
GE A.2	4
GE C.2	4
GE C.4	4
Total Winter Units:	16

Courses	Units
*ADMN 210	4
GE A.3	4
G.E B.2	5
GE E.1	2
Total Spring Units:	15

SOPHOMORE YEAR (45-89.9 units)

Academic Year Unit Total: 45

Fall: Year 2

Winter: Year 2

Spring: Year 2

Courses	Units
*ACCT 211	4
*ECON 200	4
GE B.3	5
GE D.3	4
Total Fall Units:	17

Courses	Units
*ACCT 212	4
*ECON 202	4
GE C.3	4
GE D.1	4
Total Winter Units:	16

Courses	Units
*IST 101	4
*MGMT 230	4
GE B.4	2
GE E.3	2
Total Spring Units:	12

JUNIOR YEAR (90-134.9 units)

Academic Year Unit Total: 46

Fall: Year 3

Winter: Year 3

Spring: Year 3

Courses	Units
*MKTG 305	4
*IST 309	4
*MGMT 302	4
MGMT 306 (F.1)	4
Total Fall Units:	16

Courses	Units
*MKTG 410	4
*MGMT 350	4
GE E.2	2
GE Capstone (B.5, C.5, or D.5)	4
Total Fall Units:	14

Courses	Units
*SCM 304	4
*MKTG 416	4
GE D.2	4
GE D.4	4
Total Spring Units:	16

SENIOR YEAR (135+ units)

Academic Year Unit Total: 44

Fall: Year 4

Winter: Year 4

Spring: Year 4

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

Courses	Units
*MKTG 420 (MKTG elective)	4
*FIN 314	4
*PA 315	4
GE Capstone (B.5, C.5, or D.5)	4
Total Winter Units:	16

Courses	Units
*MKTG 496	4
*MGMT 490	4
*MKTG elective	4
Total Spring Units:	12



Business Administration, B.A.
Marketing Concentration
 4 Year Freshmen Roadmap

* Required for major; only offered this quarter.

- Four (4) units of 400- or 500-level MKTG courses chosen from:

Courses in **BOLD** are available at PDC

ADMN 575(4) *Internship available every quarter during senior year*

ART 322 (5) ***PDC Students only***

MKTG 420 (4)

MKTG 430 (4)

MKTG 446 (4)

MKTG 460 (4)

MKTG 460 (4)

MKTG 470 (4)

MKTG 520 (4)

MKTG 525 (4)

MKTG 560 (4)

MKTG 590 (4)

MKTG 595D (4)

- 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.

This schedule is subject to change without notice. Follow your Program Advising Worksheet (PAWS), which lists coursework for graduation. See your academic advisor to make sure all course requirements are complete.