

CSUSB Palm Desert Campus
Proposed Marketing 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 330 <i>(admitted before Fall 2015)</i> Legal Environment of Business OR MGMT 350 <i>(admitted Fall 2015 and after)</i> 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	PA 315 Government Business Relations	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 446 Advertising Campaign OR MKTG 575 Internship
Capstone	MKTG 420 (OL) Advertising	MGMT 490 Strategic Management
	Capstone	

DL = Distance Learning OL = On Line

Plus 4 units from (PDC offerings in **bold**): MKTG 415, MKTG 430, **MKTG 446**, MKTG 460, MKTG 470, MKTG 520, MKTG 525, MKTG 550, MKTG 555, MKTG 560, **MKTG 575**, MKTG 590, MKTG 595D.

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