

**Bachelor of Arts - Administration - Marketing Concentration**  
**Transfer Academic Roadmap - Palm Desert Campus**

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

MKTGCBPBAX

Last modified 2023-07-11

The roadmap is an academic planning resource. Students should refer to their PAWS Report and Academic Catalog for graduation requirements.  
 This roadmap plans for courses to be completed at PDC. Students may also take classes in person or online at the San Bernardino Campus.