

**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	
<b>Semester Total</b>			15	<b>Semester Total</b>			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		3	ADMN 4900	Fall & Spring		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	
<b>Semester Total</b>			15	<b>Semester Total</b>			13	
							<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.