

*The following roadmap is a sample academic planning resource. Please consult your academic advisor and Academic Catalog for graduation requirements as you develop your individualized academic plan.

College: College of Business

Degree: BS – Bachelor of Science

Major: Business Administration (Marketing)*

Term #	Course #	Course Title	Units
5	X	Upper Division General Education Requirement Area D + American Institutions (GOVT)	3
	DS 101	Introduction to Business Analytics	3
	MGMT 102	Business Communications	3
	OPM 101	Operations Management	3
	MKTG 101	Principles of Marketing	3
		Semester Total	15
6	FIN 101	Business Finance	3
	HROB 101	The Management of Contemporary Organizations	3
	MKTG 121	Marketing Research and Information	3
	X	MKTG Group B Elective	3
	X	Upper Division General Education Requirement Area B5	3
		Semester Total	15
7	MKTG 122	Buyer Behavior	3
	X	MKTG Group B Elective	3
	MIS 101	Computer Information Systems for Management	3
	X	Upper Division General Education Requirement Area C and Writing Intensive	3
	X	Elective	3
		Semester Total	15
8	MKTG 129	Marketing Management	3
	X	MKTG Group B Elective	3
	X	MKTG Group B or C Elective	3
	GM 105	Strategic Management	3
	X	American Institutions (HIST)	3
		Semester Total	15