

**Bachelor of Arts - Administration - Marketing Concentration**  
**First Time Freshman Academic Roadmap - Palm Desert Campus**

Year 1: Freshman Year				Year Total				30
Fall Semester	PDC Terms	Prerequisite Courses	Units	Spring Semester	PDC Terms	Prerequisite Courses	Units	
ADMN 1500	Fall & Spring		1	IST 1110	Fall & Spring		1	
ADMN 2100	Fall & Spring		3	Critical Thinking (GE A3)	Fall & Spring		3	
MATH 1301 (GE B4)	Fall & Spring		3	General Education	Fall & Spring		3	
Foundation Seminar (GE E)	Fall & Spring		3	General Education	Fall & Spring		3	
Oral Communication (GE A1)	Fall & Spring		3	General Education	Fall & Spring		3	
Written Communication (GE A2)	Fall & Spring		3	General Education	Fall & Spring		1	
<b>Semester Total</b>			<b>16</b>	<b>Semester Total</b>			<b>14</b>	

Year 2: Sophomore Year				Year Total				30
Fall Semester	PDC Terms	Prerequisite Courses	Units	Spring Semester	PDC Terms	Prerequisite Courses	Units	
ACCT 2110	Fall		3	ACCT 2120	Spring	ACCT 2110	3	
ECON 2201	Fall		3	ECON 2202 (GE D3)	Spring		3	
General Education	Fall & Spring		3	MGMT 2300	Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		3	
Free Elective	Fall & Spring		3	General Education	Fall & Spring		3	
<b>Semester Total</b>			<b>15</b>	<b>Semester Total</b>			<b>15</b>	

Year 3: Junior Year				Year Total				32
Fall Semester	PDC Terms	Prerequisite Courses	Units	Spring Semester	PDC Terms	Prerequisite Courses	Units	
FIN 3001	Fall	ADMN 2100, ACCT 2120, MATH 1301/1303	3	MGMT 3500 (WI)	Fall & Spring		3	
IST 3110	Fall & Spring	IST 1110	3	MGMT 3900	Spring		2	
MKTG 3050	Fall & Spring		3	MKTG 4100	Spring	MKTG 3050, MKTG 3160	3	
PA 3150 (GE D4, G)	Fall & Spring		3	MKTG 4200	Spring	MKTG 3050, MKTG 3160	3	
MKTG 3160 (1st Breadth Elective)	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 4: Senior Year				Year Total				28
Fall Semester	PDC Terms	Prerequisite Courses	Units	Spring Semester	PDC Terms	Prerequisite Courses	Units	
2nd Breadth Elective	Fall & Spring		3	ADMN 4900	Fall & Spring	Lower and Upper Core (1 can be concurrent)	1	
Concentration Elective	Fall & Spring	Varies	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>120</b>	

MKTGCBPBAX

Last modified 06-06-2024

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.