

**Bachelor of Science - Design - Marketing Concentration
First Time Freshman Academic Roadmap**

Year 1: Freshman Year				Year Total				30
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
DES 1100	Fall		3	DES 1125	Spring		3	
DES 1110	Fall		3	ART 1160	Fall & Spring		3	
Mathematics (GE 2)	Fall & Spring		3	Oral Communication (GE 1C)	Fall & Spring		3	
Critical Thinking (GE 1B)	Fall & Spring		3	Written Communication (GE 1A)	Fall & Spring		3	
Free Elective	Fall & Spring		3	General Education	Fall & Spring		3	
Semester Total			15	Semester Total			15	

Year 2: Sophomore Year				Year Total				30
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
DES 2600	Fall	DES 1100, 1110, 1125	3	DES 2005	Spring	DES 1100, 1110, 1125, 2600	3	
DES 1103	Fall		3	DES 1104	Fall & Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		1	
				Free Elective	Fall & Spring		2	
Semester Total			15	Semester Total			15	

Year 3: Junior Year				Year Total				30
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
DES 3100	Fall	DES 1100, 1110, 2005, 2600	3	DES 3130	Fall & Spring	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600	3	
DES 3020	Fall	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600, ART 1160	3	DES 3205	Spring	DES 1100, 1110, 2005	3	
DES 3300	Fall	DES 1100, ART 1160	3	MKTG 3050	Fall & Spring		3	
DES 3500	Fall	DES 1100, 1110, 1125	3	MKTG 4100	Fall & Spring	MKTG 3050	3	
General Education (UD)	Fall & Spring		3	General Education (UD)	Fall & Spring		3	
Semester Total			15	Semester Total			15	

Year 4: Senior Year				Year Total				30
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
MKTG 4200	Fall & Spring	MKTG 3050, MKTG 3160	3	DES 4015	Spring	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600	3	
DES 4100	Fall	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600, ART 1160	3	DES 4195 or DES 5590	Fall and/or Spring	DES Core (1100 - 4130), ART 1160 or Jr/Sr star	3	
DES 4130	Fall & Spring	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600	3	General Education	Fall & Spring		3	
MKTG 5400	Fall	MKTG 3050	3	General Education	Fall & Spring		3	
General Education (UD)	Fall & Spring		3	Free Elective	Fall & Spring		3	
Semester Total			15	Semester Total			15	
Degree Units Total							120	