

**FOUR-YEAR ROADMAP AND CHECKLIST FOR BA IN BUSINESS ADMINISTRATION  
MARKETING CONCENTRATION  
120 units**

The BA in Business Administration can be completed in four years, but to do so requires careful planning and preparation. You must average 15 units (five courses) per semester and you must plan ahead so that you will meet all prerequisites. You can opt to complete courses in the summer or winter session. If you are planning to work, you should adjust your unit load accordingly.

New upper-division transfer students can complete the upper-division requirements in two years provided you have completed at least 60 transferable units, are fully GE certified, and have completed all of the lower-division business core. Start following the roadmap in the fifth semester.

**Year 1**

First Semester

- \_\_GE Area A.2 ENGL 101 (3)
- \_\_Pre-requisite to MATH 130/135/150A (3-4)
- \_\_GE Area C.1 Introduction to Arts (3)
- \_\_GE Area C.2 Introduction to Humanities (3)
- \_\_GE Area C.4 Origins of World Civilization (3)

Second Semester

- \_\_GE Area A.1 Oral Communication (3)
- \_\_GE Area B.4 MATH 130 **OR** MATH 135 **OR** MATH 150A (3-4)
- \_\_GE Area A.3 Critical Thinking (3)
- \_\_GE Area B.1 Physical Science (3)
- \_\_GE Area D.4 American Government (3)

**Year 2**

Third Semester

- \_\_ACCT 201A (3)
- \_\_GE Area D.1 ECON 201 (3)
- \_\_BUAD 201 (3)
- \_\_GE Area D.2 World Civilizations and Cultures (3)
- \_\_GE Area D.3 American History, Institutions and Values (3)

Fourth Semester

- \_\_ACCT 201B (3)
- \_\_ECON 202 (3)
- \_\_MGMT 246 (3)
- \_\_GE Area B.2 + B.3\* Life Science(3) + Laboratory Experience (1)
- \_\_GE Area C.3 and Z (300-400 level)\*\* Explorations in Arts or Humanities and Cultural Diversity (3)

**Year 3**

Fifth Semester

- \_\_BUAD 301 (3)
- \_\_ISDS 361A (3)
- \_\_FIN 320 (3)
- \_\_MKTG 351 (3)
- \_\_GE Area E BUAD 300 (3)

Sixth Semester

- \_\_ISDS 361B (3)
- \_\_ISDS 351 (3)
- \_\_MGMT 339 (3)
- \_\_MKTG 353 (3)
- \_\_MKTG 370 (3)

**Year 4**

Seventh Semester

- \_\_ECON 315 **OR** 320 (3)
- \_\_MGMT 340 (3)
- \_\_MKTG 379 (3)
- \_\_MKTG Elective (3)
- \_\_GE Area B.5, Internship or Free Elective\*\*\* (3)

Eighth Semester

- \_\_MGMT 449 (3)
- \_\_GE Area D.5/Global Business Requirement\*\*\*\*(3)
- \_\_MKTG 489 (3)
- \_\_MKTG Elective (3)
- \_\_Free Elective (3)

## Student Action Plan

### Year 1

- If required, complete all remediation (Math 30A-B, 40, 45, ENGL 99 or 100) by the end of your second semester to avoid Administrative Disqualification.
- Complete MATH 115 or MATH 125 pre-requisite before MATH 130/135/150A, if necessary.
- MATH 130/135/150A must be completed with a C or better.
- Complete General Education (GE) courses in areas A.1, A.2, and A.3 with a C- or better.
- Courses taught by your major department will not count for GE unless specified.
- Visit UH 123B Academic Advising Center to review GE and graduation requirements

### Year 2

- \*B.3 Laboratory Experience can be completed with either GE Area B.1 or B.2.
- \*\*GE Area Z can be double counted with GE Area C.3. Please consult with an Academic Advisor.
- All business core courses must be completed with a C or better.
- Meet with an advisor in the Business Advising Center SGMH 1201 **during the semester you are completing your last lower division core requirements.**
- Declaration of a concentration is required before enrollment in concentration courses.
- For questions regarding concentration and career options visit Mihaylo Career Services and/or a faculty mentor.

### Year 3

- **FILE GRAD CHECK** through your Student Center once you have earned 85 units and are one year from graduation.
- Meet with your assigned faculty mentor each semester.
- Maintain a minimum 2.0 GPA in the Marketing concentration.

### Year 4

- Attend a Live Grad Check Workshop to have your Graduation Check approved.
- \*\*\*If needed, complete a course in B.5 to meet all unit requirements for Area B. You may also consider an internship or free elective to reach 120 units.
- \*\*\*\*ECON 330, 332-336 will satisfy GE Area D.5, an upper-division GE requirement and the Global Business Requirement.
- All business core courses must be completed before taking MGMT 449.
- A minimum of 120 total units must be completed to graduate.

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