

**California State University, Bakersfield**  
**B.S. in Business Administration**  
**Four-Year Roadmap to Graduation**  
**Emphasis/Concentration Marketing**

Units Required to Graduate	120
Upper Division Units Required	40
Units in Residence Required	30

Year	Fall Schedule	Spring Schedule
<b>1</b>	CSUB 1009 - First Year Seminar I	CSUB 1019 - First Year Seminar II
	GE A2: ENGL 1109 Writing and Research	MIS 2000 - Software Productivity Tools
	GE C2	BA 1008 - Perspectives in Business
	GE D1	GE A1: COMM 1008 - Strategy Public Comm
	GE B1	GE C1
	GE D2: ECON 2018 Essentials of Micro-Econ	GE A4: MATH 2200 - Intro to Statistical Concepts
	Units <u>16</u>	Units <u>15</u>
Completed Units through Year 1		<u>31</u>
<b>Fall Milestones</b>		<b>Spring Milestones</b>

Year	Fall Schedule	Spring Schedule
<b>2</b>	GE B2	AI-GOV: (PPA 2008 recommended)
	AI-HIST	ACCT 2210 - Intro Managerial Acct
	GE A3	ECON 2028 - Essentials of Macro-Econ
	ECON 2200 - Quant Tools for Bus & Econ	BA 2100 - Legal Envir Dom/Intl Bus
	ACCT 2200 - Intro Financial Reporting & Acct	MKTG 3000 - Marketing Principles
		BA 2900 - Intro to Bus Professions
	Units <u>15</u>	Units <u>16</u>
Completed Units through Year 2		<u>62</u>
<b>Fall Milestones</b>		<b>Spring Milestones</b>

Important Notes

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Year	Fall Schedule	Spring Schedule
<b>3</b>	MGMT 3020 - Intro to Operations Mgmt 3	GE JYDR: BA 3008 OR ECON 3008 - Diversity in Business Organizations 3
	FIN 3000 - Financial Mgmt 3	MGMT 3000 - Organizational Behavior 3
	MIS 3000 - Concepts and Applications 3	BA 3010 - Data Analysis & Decision Making 3
	MKTG Concentration 1 3	MKTG Concentration 2 3
	ELECTIVE 3	MKTG Concentration 3 3
	Units 15	Units 15
	Completed Units through Year 3 92	
<b>Fall Milestones</b>		<b>Spring Milestones</b>

Year	Fall Schedule	Spring Schedule
<b>4</b>	GE UD B 3	GE UD C 3
	GE UD D: BA 3108 - Business, Government and Society 3	Capstone: BA 4908 1
	MKTG Concentration 4 3	GE GVAR 3
	ECON 4510 - Managerial Accounting 3	MKTG 4000 OR 4908 - Marketing Research and Control 3
	ELECTIVE 3	MGMT 4000 - Strategic Management 3
	Units 15	Units 13
	Completed Units through Year 4 120	
<b>Fall Milestones</b>		<b>Spring Milestones</b>

**Important Notes**

The Marketing concentration requires four(4) courses selected from: MKTG 3010, 3020, 3040, 4050, 4060, 4100, 4200, or 4300 **AND** one(1) required course selected from: MKTG 4000 or 49001.

\*Note: Students may take MKTG 4000 and 4900 plus two more courses from the selection list above.

