

California State University, Chico  
**MAJOR ACADEMIC PLAN (MAP)**

Major: **The Bachelor of Science in Business Administration**  
 Option: **Business Administration (Marketing)**  
 Pattern:

**Degree Units: 120**  
**Major Units: 72**  
**Elective Units: 9**

First Semester		Second Semester		Comments
BADM 101 [*C]	3	ACCT 201 [*C]	3	
ECON 102 (GE Area D2) [*C]	3	ECON 103 (GE Area D1) [*C]	3	
MATH 107 (GE A4) [*C]	3	MATH 105 or MATH 108 [*C]	3	[*GC/USD/WI] Consider selecting a course that will allow you to double count within General Education and the USD/GC Diversity requirement and/or the Writing Intensive course requirement.
GE Area A [*C-]	3	GE Area A [*C-]	3	
GE Area A [*C-]	3	GE Area C [*GC/USD/WI]	3	
<b>Total Units:</b>	<b>15</b>	<b>Total Units:</b>	<b>15</b>	[*C-] C- or Better is required.
Third Semester		Fourth Semester		Notes
ACCT 202 [*C]	3	BADM 300 (WP) [*C-]	3	
GE Area C [*GC/USD/WI]	3	MINS 301	3	
GE Area E [*GC/USD/WI]	3	MKTG 305	3	
HIST 130 or POLS 155	3	GE Area B	3	
Elective	3	HIST 130 or POLS 155	3	
<b>Total Units:</b>	<b>15</b>	<b>Total Units:</b>	<b>15</b>	
Fifth Semester		Sixth Semester		
BLAW 302	3	FINA 307	3	
MGMT 303	3	MGMT 304	3	
MKTG 371	3	MKTG 380	3	
GE Area B	3	OSCM 306	3	
GE UD Pathway	3	MKTG Option Selection	3	
<b>Total Units:</b>	<b>15</b>	<b>Total Units:</b>	<b>15</b>	
Seventh Semester		Eighth Semester		
MKTG Option Selection	3	BADM 495	3	
MKTG Option Selection	3	MKTG 490	3	
MKTG Option Selection	3	MKTG Option Selection	3	
GE UD Pathway	3	GE UD Pathway	3	
Elective	3	Elective	3	
<b>Total Units:</b>	<b>15</b>	<b>Total Units:</b>	<b>15</b>	

*(Consult the 2017-2018 University Catalog for official degree program)*

**Fully Online: 06/01/2017**