

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	[*C] C or Better is required.
ECON 102 (GE Area D2) [*C] 3	ECON 103 (GE Area D1) [*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.
MATH 107 (GE A4) [*C] 3	MATH 105 or MATH 108 [*C] 3	
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: 15</b>	<b>Total Units: 15</b>	[*C-] C- or Better is required.
Third Semester	Fourth Semester	Notes
ACCT 202 [*C] 3	BADM 300 (WP) [*C-] 3	<b>Review your Degree Progress Report (DPR) in your Student Center, meet with your Major Department Advisor for major coursework, and meet with an Academic Advisor in SSC 220 to review General Education (including Writing Intensive "WI" and Capstone "C") and Graduation requirements.</b>
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: 15</b>	<b>Total Units: 15</b>	Business Major Advising is mandatory for all 2nd semester freshmen and juniors (60-70 units).
Fifth Semester	Sixth Semester	
BLAW 302 3	FINA 307 3	Planning to Study Abroad? Graduation in 4 years is possible but requires pre-planning. See BSAS for course planning.
MGMT 303 3	MGMT 304 3	
MKTG 371 3	MKTG 380 3	Consider meeting the United States Diversity and Global Cultures requirements within GE courses.
GE Area B 3	OSCM 306 3	
GE UD Pathway 3	MKTG Option Selection 3	Complete a minimum of 4 Writing Intensive (WI) courses-one will be met by your Written Communication Course and one by your Capstone Course; select 2 additional WI courses.
<b>Total Units: 15</b>	<b>Total Units: 15</b>	
Seventh Semester	Eighth Semester	
MKTG Option Selection 3	BADM 495 3	Select a GE Capstone Course in your Upper-Division Pathway.
MKTG Option Selection 3	MKTG 490 3	
MKTG Option Selection 3	MKTG Option Selection 3	Apply to graduate one year before anticipated graduation date. Priority registration is guaranteed your final semester if you applied for graduation by the stated deadline.
GE UD Pathway 3	GE UD Pathway 3	
Elective 3	Elective 3	
<b>Total Units: 15</b>	<b>Total Units: 15</b>	

*(Consult the 2016-2017 University Catalog for official degree program)*

**Fully Online: 07/27/2016**