

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	BADM 103 or MATH 105 or MATH 108 [*C] 3	[*C] C or Better is required.
MATH 107 (GE A4) [*C] 3	ECON 102 (GE Area D2) [*C] 3	[*C-] C- or Better is required.
GE Area A [*C-] 3	GE Area A [*C-] 3	
GE Area A [*C-] 3	GE Area C 3	
GE Area E 3	HIST 130 or POLS 155 3	
<b>Total Units: 15</b>	<b>Total Units: 15</b>	
Notes		
<p><b>Transfer Students: It is recommended that you review your Degree Progress Report (DPR) in your Student Center, meet with your Major Department Advisor, and meet with an Academic Advisor in SSC 220 to review General Education, Major, and Graduation requirements.</b></p> <p>It is recommended that you meet with your major advisor early in your academic career.</p> <p>Completion of Pre-Business Core and declaration of option is required before enrolling in option courses.</p> <p><b>Change Major to BADM prior to fifth semester</b></p> <p>Consider meeting the United States Diversity and Global Cultures requirements within GE courses.</p> <p>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.</p> <p>Select a GE Capstone Course in your Upper-Division Pathway, or substitute an approved Major Capstone course from the GE Capstone Requirement.</p> <p>Apply to graduate one year before anticipated graduation date.</p>		
Third Semester	Fourth Semester	
ACCT 201 [*C] 3	ACCT 202 [*C] 3	
ECON 103 (GE Area D1) [*C] 3	MKTG 305 3	
GE Area B 3	GE Area B 3	
GE Area C 3	GE UD Pathway 3	
HIST 130 or POLS 155 3	Elective 3	
<b>Total Units: 15</b>	<b>Total Units: 15</b>	
Fifth Semester	Sixth Semester	
BADM 300 (WP) [*C-] 3	BLAW 302 3	
FINA 307 3	MGMT 304 3	
MGMT 303 3	MINS 301 3	
MKTG 371 3	MKTG 380 3	
GE UD Pathway 3	GE UD Pathway 3	
<b>Total Units: 15</b>	<b>Total Units: 15</b>	
Seventh Semester	Eighth Semester	
MKTG 490 3	BADM 495 3	
Option Selection 3	Option Selection 3	
Option Selection 3	Option Selection 3	
SCMS 306 3	Option Selection 3	
Elective 3	Elective 3	
<b>Total Units: 15</b>	<b>Total Units: 15</b>	

*(Consult the 2012-2013 University Catalog for official degree program)*

**Approved: 05/10/2012**