

Bachelor of Science in Marketing

Citrus College & APU Student Year by Year Advising Sheet

Listed below is a sample guideline for sequence and balance in determining your schedule

FRESHMAN YEAR

Fall (16 units)		Sem/ Yr. Taken	Spring (15 units)		Sem/ Yr. Taken
<input type="checkbox"/> ENGL 101	Reading and Composition (3)	_____	<input type="checkbox"/> ENGL 102	Reading & Composition (3)	_____
<input type="checkbox"/> ECON 101	Principles of Economics (3)	_____	<input type="checkbox"/> ECON 102	Principles of Economics (3)	_____
<input type="checkbox"/>	<i>Nature Core (4)</i>	_____	<input type="checkbox"/> SPCH 101	Public Address (3)	_____
<input type="checkbox"/> MATH 170*	College Algebra* (3)	_____	<input type="checkbox"/> PE _____	Fit for Life Course (1)	_____
<input type="checkbox"/>	<i>Aesthetics & The Creative Arts Core (3)</i>	_____	<input type="checkbox"/> PE 171	Health Education (2)	_____
	Total Units:	_____	<input type="checkbox"/> CSIS 107	Fund of Info Technology (3)	_____
				Total Units:	_____

SOPHOMORE YEAR

Fall (16 units)		Sem/ Yr. Taken	Spring (16 units)		Sem/ Yr. Taken
<input type="checkbox"/>	Foreign Language (4)	_____	<input type="checkbox"/>	Foreign Language (4)	_____
<input type="checkbox"/> BUS 175	Introduction to Management (3)	_____	<input type="checkbox"/> MATH 162	Introductory Math Analysis (3)	_____
<input type="checkbox"/> POLI 103	Government of the U.S. (3)	_____	<input type="checkbox"/>	<i>General Studies Elective (3)</i>	_____
<input type="checkbox"/> PHIL 106	Introduction to Philosophy (3)	_____	<input type="checkbox"/> PSY 101	Intro to Psychology (3)	_____
<input type="checkbox"/> ACCT 101	Financial Accounting (3)	_____	<input type="checkbox"/> ACCT 102	Managerial Accounting (3)	_____
	Total Units:	_____		Total Units:	_____

JUNIOR YEAR

Fall (15 units)		Sem/ Yr. Taken	Spring (18 units)**		Sem/ Yr. Taken
<input type="checkbox"/> BUSI 360	Principles of Marketing (3)	_____	<input type="checkbox"/> BUSI 330	Principles of Finance (3)	_____
<input type="checkbox"/> PSYC 299	Applied Statistics (3)	_____	<input type="checkbox"/> MKTG 361	Marketing Communications (3)	_____
<input type="checkbox"/> UBBL	<i>Bible Course (3)</i>	_____	<input type="checkbox"/> THEO	<i>Bible Course (3)</i>	_____
<input type="checkbox"/> BUSI 370	International Business (3)	_____	<input type="checkbox"/> MKTG 362	Consumer Behavior (3)	_____
<input type="checkbox"/>	<i>Non-General Studies Elective (3)</i>	_____	<input type="checkbox"/> MKTG 363	Marketing Research (3)	_____
	Total Units:	_____	<input type="checkbox"/>	<i>General Studies Elective (3)</i>	_____
				Total Units:	_____

SENIOR YEAR

Fall (15 units)		Sem/ Yr. Taken	Spring (15 units)		Sem/ Yr. Taken
<input type="checkbox"/> BUSI 303	Business Law (3)	_____	<input type="checkbox"/> BUSI 450	Strategic Management (3)	_____
<input type="checkbox"/> BUSI 448	Organizational & Admin Behavior (3)	_____	<input type="checkbox"/> WEB 448	Strategic Internet Marketing & E-Commerce (3)	_____
<input type="checkbox"/> MKTG 368	Retail Marketing (3)	_____	<input type="checkbox"/> MKTG 465	Strategic Marketing Management (3)	_____
<input type="checkbox"/> IBUS 373	Global Marketing (3)	_____	<input type="checkbox"/>	<i>Senior Seminar (3)</i>	_____
<input type="checkbox"/>	<i>Non-General Studies Elective (3)</i>	_____	<input type="checkbox"/>	<i>Non-General Studies Elective (3)</i>	_____
	Total Units:	_____		Total Units:	_____

Major Courses Bolded: An overall GPA of 2.5 must be attained in major courses.

Graduation Unit Totals: To graduate in four years, expect to take approximately 16 units per semester. **A minimum of 126 units are needed.**

*All business majors must pass MATH 170 COLLEGE ALGEBRA with a B or better. Remedial courses may be required. Please complete prior to freshman year.

**Students may take their THEO course (3 units) during the summer between their Junior and Senior years instead of 18 units in Spring of their Junior year.

-It is important to take courses in order, as many are prerequisites to those that follow. If taken out of sequence, graduation in 4 years is not guaranteed.

-APU does not accept grades lower than a C- for transfer credit.

-If remedial courses are needed, it is highly recommended they be completed prior to the freshman year (they are foundational for success in college level courses).

-Note: remedial units will not transfer to APU, count towards minimum to transfer, or count towards the minimum required to graduate.

-Students need to transfer a minimum of 63 units in order to complete the business degree in two years. Please refer to the APU catalog for further program information, admissions information, and the department requirements for the business major--including admission to the School of Business.