



This program roadmap represents one possible pathway to complete the program. **Please see a counselor** to create an education plan that is customized to meet your needs. This roadmap is not a guarantee of course availability or financial aid applicability.

Catalog: 2025-26

GE Pattern: local AA/AS

Total Units: 61

## First Year

### Semester 1

15 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	<b>BUS 300</b> Introduction to Business	3		L4
Req	<b>MKT 300</b> Principles of Marketing	3		
Req	<b>MKT 314</b> Advertising	3		
Req	<b>CISC 300</b> Computer Familiarization	1		
GE	<b>ENGL C1000</b> Academic Reading and Writing or	3		L1A
	<b>ENGL C1000H<sup>H</sup></b> Academic Reading and Writing - Honors	3		
GE	any Area L7B (Life Development Skills) course	2		L7B

### Semester 2

15 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	<b>MKT 310</b> Selling Professionally	3		
Req	<b>CISA 330</b> Desktop Publishing	2		
RE	<b>BUSTEC 305</b> Introduction to Business Information Technology	3		
GE	any Area L5 (Natural Sciences) course	3		L5
GE	any Area L6 (Ethnic Studies) course	3		L6
GE	any Area L7A (Physical Education) course	1		L7A

## Second Year

### Semester 3

16 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	<b>ARTNM 303</b> Graphic Design: Typography	3		
Req	<b>BUS 340</b> Business Law	3		

## CAREER PATH

### Career Options:

This degree prepares students for employment with retail and general business organizations, advertising agencies, and advertising media companies (radio, television, magazines, newspapers, and outdoor).

### Advising Notes:

- This degree can be completed using either the local AA/AS general education (GE) pattern or the Cal-GETC transfer GE pattern. See a counselor to determine which pattern is best for you based on your academic goals.
- Students can substitute ESLW 340 for ENGL C1000/C1000H (formerly known as ENGWR 300/480).
- **Elective Courses:** any elective courses numbered 100-499, or having a 4-digit number starting with C.

### Scheduling Notes:

- ARTNM 303 and MKT 314 are offered in the fall.
- MKT 310 is offered in the spring.

### Other Notes:

- Business students planning to transfer should consider the Business Administration AS-T degree. See a counselor and the catalog for more information.

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	<b>GEOG 330</b> Introduction to Geographic Information Systems	3		L2
RE	<b>ACCT 301</b> Financial Accounting	4		
Elec	any elective course	3		

#### Semester 4

15 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	<b>MKT 312</b> Retailing	3		
RE	<b>ECON 302</b> Principles of Macroeconomics	3		
Req	<b>ARTNM 324</b> Digital Design	3		
GE	any Area LIB (Oral Communication & Critical Thinking) course	3		L1B
GE	any Area L3 (Arts & Humanities) course	3		L3

<sup>H</sup> honors courses

#### EXPLANATION OF CATEGORIES

Req	Required Core	A course that is required for this program
GE	General Education	A course that fulfills a specific general education requirement for a degree, which can be replaced with another course that meets the same requirement
RE	Restricted Elective	A course selected from a list of elective courses specified for this program in the course list in the catalog, which can be replaced with another course from the same list
Elec	Degree Elective	A degree-applicable course that is part of a degree roadmap to ensure that there is a total of at least 60 units, which is a requirement for an associate degree

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