



## ADT- BUSINESS ADMINISTRATION TO BACHELOR OF SCIENCE IN MARKETING PATHWAY

Students who have earned an Associate of Science Transfer (AS-T) Degree in Business Administration from a California Community College are eligible to waive the general education requirements for the Bachelor of Science in Marketing degree at National University. At the time of enrollment, students should have completed a California Community College-ADT program within the last 12 months and be admitted to the National University degree program that correlates to the ADT.

Please note the student is required to complete the upper division and cultural diversity general education requirements. Students must complete a minimum of 180 quarter units to complete the **BACHELOR OF SCIENCE IN MARKETING** degree.

Business Core Requirements (17 courses; 76.5 quarter units)	
MKT 302A Marketing Fundamentals	MKT 462 Brand Management
MKT 410 Strategic Marketing Leadership	MKT 464 Advertising Management
MKT 430 Intro to Global Marketing	MKT 466 Mktg Sci & Comp Intelligence
MKT 434 Marketing Research & Analytics	MKT 468 Pricing Strategy
MKT 450 Business Model Innovation	MKT 470 Services Marketing
MKT 452 Marketing Law and Ethics	MKT 472 Innov Value-Based Bus Models
MKT 454 Marketing Economics	MKT 494 Digital Marketing Capstone
MKT 456 Sales Management	
MKT 458 New Product Management	
MKT 460 Consumer Behavior	
ADDITIONAL REQUIREMENTS	
Upper Division General Education 1 course, 4.5 quarter units	
13.5 quarter units to meet overall program unit requirements	

**Note:** These requirements are subject to change. Please see the [National University's Online General Catalog](#) for official record of requirements for the year you are admitted.

**November 2023**