



MARKETING MAJOR/Specialization in Integrated Marketing Communications UPPER DIVISION REQUIREMENTS FOR 2015-2016 CATALOG YEAR

Course	Grade	Prerequisites/notes
BA 300 Ethical Decision Making in Business (1 unit)		MIS 180
BA 310* Foundations of Business in a Global Environment (1unit) *Course and prerequisite is waived for students in Catalog Years prior to 2015/2016		
BA 323: Fundamentals of Finance (Formerly FIN 323)		Credit or concurrent registration in BA 310*
BA 350: Management & Organizational Behavior (Formerly MGT 350)		MIS 180; credit or concurrent registration in BA 310*
BA 360 : Introduction to Operations and Supply Chain Management (Formerly MIS 302)		MIS 180; Math 120; STAT 119 or ECON 201; credit or concurrent registration in BA 310*
BA 370: Marketing (Formerly MKTG 370)		MIS 180; credit or concurrent registration in BA 310* Minimum grade of C required for IMC majors
BA 405: International Business Strategy & Integration (Formerly MGT 405) or BA 404: Small Business Consulting		BA 300, 310*, 323, 350, 370, BA 360 or MIS 301
Any of the following (minimum 11 units):		
JMS 375: Media Tech in the Global Environment		Upper Division Standing; JMS 210 with a C
JMS 408: Principles of Media Studies		Upper Division Standing
JMS 440: Management of Media Organizations		Upper Division Standing
JMS 460: Principles of Advertising		Upper Division Standing
JMS 480: Principles of Public Relations		Upper Division Standing
JMS 560: Advertising Research		Upper Division Standing; JMS 310W, 460, 462 with a C or better in each course
JMS 562: Advertising Creative		Upper Division Standing; JMS 460, 462 with a C or better in each course
JMS 565: Advertising Campaigns		Upper Division Standing; MKTG 470; Other prerequisites waived;
JMS 574: International Advertising		Upper Division Standing; Prerequisites waived
JMS 596: Selected Topics		Senior standing;
MKTG 380: Direct Marketing Methods (4 units)		BA 370 with a C
MKTG 476: Internet/Interactive Marketing (4 units)		BA 370 with a C
MKTG 480: Marketing Analytics (4 units)		BA 370 with a C; MIS 301 with a C
PSY 340: Social Psychology		PSY 101; Completed GE Area Foundations II.B
PSY 380: Cognitive Psychology		PSY 101; PSY 211 recommended
SOC 335: Mass Communication & Popular Culture		SOC 101; Completed GE Area Foundations II.B

You must have a 2.0 average or better in the courses listed above in order to graduate. Students must also complete 9 units of upper division General Education (Explorations) and a total of 120 units for the degree.

This is an unofficial advising sheet. Official requirements are based upon catalog copy and issued by the Office of Advising and Evaluations.