



MARKETING MAJOR

UPPER DIVISION REQUIREMENTS FOR 2009, 2010, 2011, 2012, 2013 & 2014 CATALOG YEARS

Course	Grade	Prerequisites/notes
BA 300 Ethical Decision Making in Business (1 unit)		
FIN 323: Fundamentals of Finance		
MIS 302: Intro to Operations Management		
MGT 350: Management & Organizational Behavior		
MKTG 370: Marketing		Minimum grade of C required for Marketing majors
MGT 405: International Business Strategy & Integration or BA 404: Small Business Consulting		BA 300, MGT 350, FIN 323, MIS 301 or 302, MKTG 370
MIS 301: Statistical Analysis		Minimum grade of C required for Marketing majors
MKTG 371: Consumer & Buyer Behavior (4 units)		MKTG 370 with a C
MKTG 470: Marketing Research (4 units)		MKTG 370 with a C; MIS 301 with a C
MKTG 479: Strategic Marketing Management (4 units)		MKTG 371, 470 with a 2.0 average in both
16 units (4) of the following:		
MKTG 372: Retail Marketing Methods (4 units)		MKTG 370 with a C
MKTG 373: Integrated Marketing Communications (4 units)		MKTG 370 with a C
MKTG 376: Global Marketing Strategy (4 units)		MKTG 370 with a C
MKTG 377: Selling Strategy & Practice (4 units)		MKTG 370 with a C
MKTG 380: Direct Marketing Methods (4 units)		MKTG 370 with a C
MKTG 472: Advanced Integrated Marketing Communications (4 units)		MKTG 373 with a C; MKTG 371 & 470 with a C average
MKGT 473: Sales Management (4 units)		MKTG 370 with a C
MKGT 474: Business Marketing (4 units)		MKTG 370 with a C
MKTG 475: Global Marketing Applications (4 units)		MKTG 376 with a C
MKTG 476: Internet/Interactive Marketing (4 units)		MKTG 370 with a C
MKTG 477: Marketing Consulting for Small Business (4 units)		MKTG 370 with a C; Senior Standing; Consent of Instructor
MKTG 498: Investigation and Report		Senior Standing and consent of instructor
MKTG 499: Special Study		Consent of Instructor

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.