

**MARKETING MAJOR
(Integrated Marketing Communications Specialization)
UPPER DIVISION REQUIREMENTS FOR 2003/4 CATALOG YEAR**

Course	Grade	Prerequisites/notes
FIN 323: Fund. of Finance		
IDS 302: Intro to Prod. & Ops. Mgt.		
MGT 350: Mgt. & Org. Behavior		
MKT 370: Marketing		Minimum grade of C required for Marketing majors
MGT 405: Strategy or BA 404: Small Bus. Mgt.		MGT 350, FIN 323, IDS 301 or 302, MKT 370
IDS 301: Statistical Analysis		Minimum grade of C required for Marketing majors
MKT 371: Consumer & Buyer Beh.		MKT 370 with a C
MKT 373: Integrated Marketing Communications		MKT 370 with a C
MKT 470: Marketing Research		MKT 370 with a C; IDS 301 with a C
MKT 470L: Mkt. Research Lab		Concurrent enrollment in 470; not req. after Fall 2004
MKT 472: Advanced IMC		MKT 373 with a C; MKT 371 & 470 with a C average; formerly 472/478
Any 4 of the following:		
COMM 440: Principles of Media Mgt.		
COMM 460: Principles of Advertising		
COMM 480: Princ. of Public Relations		
COMM 500: Problems in Mass Comm.		No longer offered
COMM 560: Advertising Research		COMM 460; other prerequisites waived
MKT 476: Mkt., Computers & Internet		MKT 370 with a C

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.

Upper Division GE _____
 Upper Division GE _____
 Upper Division GE _____

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