

**MARKETING MAJOR  
(Integrated Marketing Communications Specialization)  
UPPER DIVISION REQUIREMENTS FOR 2004/5 CATALOG YEAR**

<b>Course</b>	<b>Grade</b>	<b>Prerequisites/notes</b>
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 <b>or</b> 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 472: Advanced IMC		MKT 373 with a C; MKT 371 & 470 with a C average; formerly 472/478
<b>Any 4 of the following:</b>		
JMS 440: Principles of Media Mgt.		Formerly COMM 440
JMS 460: Principles of Advertising		Formerly COMM 460
JMS 480: Princ. of Public Relations		Formerly COMM 480
JMS 500: Problems in Mass Comm.		No longer offered
JMS 560: Advertising Research		JMS 460; other prerequisites waived; No preregistration; <i>students must crash</i>
JMS 565: Advertising Campaigns		No preregistration; <i>students must crash</i>
MKT 476: Mkt., Computers & Internet		MKT 370 with a C

Students may file a **RAAR petition with the Marketing department to use JMS 375, JMS 408, JMS 461\*, JMS 574\*, or JMS 596\*** as electives. **\*JMS 461, 574 and 596 students must crash.**

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.**

