

MARKETING MAJOR (Integrated Marketing Communications Specialization) UPPER DIVISION REQUIREMENTS FOR 2008/9 CATALOG YEAR

Course	Grade	Prerequisites/notes
BA 300 Ethical Decision Making in Business (1 unit)		
FIN 323: Fundamentals of Finance		
IDS 302: Intro to Operations Management		
MGT 350: Management & Organizational Behavior		
MKT 370: Marketing		Minimum grade of C required for Marketing, IMC majors
MGT 405: International Business Strategy & Integration or BA 404: Small Business Consulting		BA 300, MGT 350, FIN 323, IDS 301 or 302, MKT 370
IDS 301: Statistical Analysis for Business		Minimum grade of C required for Marketing, IMC majors
MKT 371: Consumer & Buyer Behavior		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 Integrated Marketing Communications		MKT 373 with a C; MKT 371, 470 with a C average; formerly 472/478
Any 4 of the following (12-13 units):		
JMS 375: Media Tech in the Global Environment		
JMS 408: Media and Society		
JMS 440: Management of Media Organizations		Formerly COMM 440
JMS 460: Principles of Advertising		Formerly COMM 460
JMS 461: Advertising Creative Development		<i>No preregistration possible; students must crash</i>
JMS 480: Principles of Public Relations		Formerly COMM 480
JMS 560: Advertising Research		JMS 460; other prerequisites waived; <i>No preregistration possible; students must crash</i>
JMS 565: Advertising Campaigns		MKT 470; <i>No preregistration possible; students must crash</i>
JMS 574: International Advertising		<i>No preregistration possible; students must crash</i>
JMS 596: Selected Topics		<i>No preregistration possible; students must crash</i>
MKT 476: Internet/Interactive Marketing		MKT 370 with a C
PSY 340: Social Psychology		
PSY 380: Cognitive Psychology		
SOC 335: Mass Communication & Popular Culture		

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.**

