

SAMPLE INTEGRATED MKT COMMUNICATIONS PROGRAMS

(Catalog Years 2006 and 2007)

FOUR SEMESTERS

This program is intended for students who do not work. It requires a commitment of a minimum of 40 hours a week for classes and homework. Please see the course catalog for important information on prerequisites and sequencing.

<p><i>Semester 1</i> MKT 370: Marketing* IDS 301: Statistical Analysis for Business* MGT 350: Management and Organizational Behavior FIN 323: Fundamentals of Finance BA 300: Ethical Decision Making in Business (1unit)</p>	<p><i>Semester 2</i> IDS 302: Intro to Operations Management MKT 371: Consumer and Buyer Behavior* MKT 470: Marketing Research* Upper Division GE</p>
<p><i>Semester 3</i> MKT 373: Integrated Marketing Communications* IMC elective** IMC elective** Upper Division GE</p>	<p><i>Semester 4</i> MGT 405: Strategy or BA 404: Small Bus. Consulting MKT 472: Advanced Integrated Marketing Comm. IMC elective** IMC elective** Upper Division GE</p>

*You must earn at least a C in MKT 370, MKT 373 and IDS 301, and a C average (2.0) between MKT 371 and 470.

**IMC elective: Select from JMS 440, 460, 480, 560, 565, or MKT 476. NOTE: Students may file a RAAR petition with the Marketing department to use SOC 335, PSY 340, PSY 380, JMS 375, JMS 408, JMS 461, JMS 574, or JMS 596 as electives.

NOTE: You need a minimum of 120 units to graduate. If the units listed above plus your lower division units total less than 120, you will need to add electives (lower or upper division) to reach 120 units.

SIX SEMESTERS

This program is intended for students who work no more than 20 hours per week. It requires a commitment of a minimum of 30 hours a week for classes and homework. Please see the course catalog for important information on prerequisites and sequencing.

<p><i>Semester 1</i> MKT 370: Marketing* IDS 301: Statistical Analysis for Business* MGT 350: Management and Organizational Behavior. BA 300: Ethical Decision Making in Business (1unit)</p>	<p><i>Semester 2</i> MKT 371: Consumer and Buyer Behavior* FIN 323: Fundamentals of Finance IDS 302: Intro to Operations Management</p>
<p><i>Semester 3</i> MKT 470: Marketing Research* IMC elective** Upper division GE</p>	<p><i>Semester 4</i> MKT 373: Integrated Marketing Communication* IMC elective** Upper division GE</p>
<p><i>Semester 5</i> MGT 405: Strategy or BA 404: Small Bus. Consulting IMC elective**</p>	<p><i>Semester 6</i> MKT 472: Advanced Integrated Marketing Comm IMC elective** Upper division GE</p>

*You must earn at least a C in MKT 370, MKT 373 and IDS 301, and a C average (2.0) between MKT 371 and 470.

**IMC elective: Select from JMS 440, 460, 480, 560, 565, or MKT 476. NOTE: Students may file a RAAR petition with the Marketing department to use SOC 335, PSY 340, PSY 380, JMS 375, JMS 408, JMS 461, JMS 574, or JMS 596 as electives.

NOTE: You need a minimum of 120 units to graduate. If the units listed above plus your lower division units total less than 120, you will need to add electives (lower or upper division) to reach 120 units.