

MARKETING MAJOR UPPER DIVISION REQUIREMENTS FOR 2009/10 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 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		Minimum grade of C required for Marketing majors
MKT 371: Consumer & Buyer Behavior		MKT 370 with a C
MKT 470: Marketing Research		MKT 370 with a C; IDS 301 with a C
MKT 479: Strategic Marketing Management		MKT 371, 470 with a 2.0 average in both
16 units (4) of the following:		
MKT 372: Retail Marketing Methods		MKT 370 with a C
MKT 373: Integrated Marketing Communications		MKT 370 with a C
MKT 376: Global Marketing Strategy		MKT 370 with a C
MKT 377: Selling Strategy & Practice		MKT 370 with a C
MKT 472: Advanced Integrated Marketing Communications		MKT 373 with a C; MKT 371 & 470 with a C average; formerly 472+478
MKT 473: Sales Management		MKT 370 with a C
MKT 474: Business Marketing		MKT 370 with a C
MKT 475: Global Marketing Applications		MKT 376 with a C
MKT 476: Internet/Interactive Marketing		MKT 370 with a C
MKT 477: Marketing Consulting for Small Business		MKT 370 with a C; Senior Standing; 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.

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.