

**SAMPLE INTEGRATED MKT COMMUNICATIONS PROGRAMS**

(Catalog Years 2003, 2004, 2005)

**FOUR SEMESTER**

**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.**

<p><i>Semester 1</i> MKT 370: Marketing* IDS 301: Statistics* MGT 350: Management and Org. Behavior. FIN 323: Fundamentals of Finance</p>	<p><i>Semester 2</i> IDS 302: Intro to Operations Mgt MKT 371: Consumer and Buyer Behavior. MKT 470: Marketing Research Upper Division GE</p>
<p><i>Semester 4</i> MKT 373: Mkt Comm. and Promotions IMC elective** IMC elective** Upper Division GE</p>	<p><i>Semester 5</i> MGT 405: Strategy or BA 404: Sm. Bus. MKT 472: Integrated Marketing Communications IMC elective** IMC elective** Upper Division GE</p>

\*You must earn at least a C in each of these courses

\*\*IMC elective: Select from Communications 440, 460, 480, 560, 565, MKT 476

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.**

<p><i>Semester 1</i> MKT 370: Marketing* IDS 301: Statistics* MGT 350: Management and Org. Behavior.</p>	<p><i>Semester 2</i> MKT 371: Consumer and Buyer Behavior FIN 323: Fundamentals of Finance IDS 302: Intro to Operations Mgt</p>
<p><i>Semester 3</i> MKT 470: Marketing Research IMC elective** Upper division GE</p>	<p><i>Semester 4</i> MKT 373: Mkt Comm and Promotion IMC elective** Upper division GE</p>
<p><i>Semester 5</i> MGT 405: Strategy or BA 404: Sm. Bus. IMC elective**</p>	<p><i>Semester 6</i> MKT 472: Integrated Marketing Communications IMC elective** Upper division GE</p>

\*You must earn at least a C in each of these courses

\*\*IMC elective: Select from Communications 440, 460, 480, 560, 565, MKT 476

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.