



FOWLER COLLEGE OF BUSINESS
CENTER FOR STUDENT SUCCESS

MARKETING MAJOR/Specialization in Integrated Marketing Communications (47 units)
UPPER DIVISION REQUIREMENTS FOR 2021-2022 MAJOR CATALOG YEAR

Business Core	Grade	Prerequisites/Notes
BA 300: Ethical Decision Making in Business (1)		
BA 310: Foundations of Business in a Global Environment		
BA 323: Fundamentals of Finance		Credit or concurrent registration in BA 310
BA 350: Management & Organizational Behavior		Credit or concurrent registration in BA 310
BA 360: Introduction to Operations & Supply Chain Management		MATH 120; STAT 119 or ECON 201; Credit or concurrent registration in BA 310
BA 370: Marketing		Credit or concurrent registration in BA 310; Minimum grade of C required for IMC majors
Integrated Marketing Communications Major		
MIS 301: Statistical Analysis		MIS 180; MATH 120; STAT 119 or ECON 201; Minimum grade of C- required for Marketing majors
MKTG 371: Consumer Behavior (4-units)		BA 370 with a C
MKTG 373: Integrated Marketing Communications (4-units)		BA 370 with a C
MKTG 470: Marketing Research (4-units) OR MKTG 480 Marketing Analytics (4-units)		BA 370 with a C; MIS 301 with a grade of C- (Units cannot double count)
MKTG 472: Advanced Integrated Marketing Communications (4-units)		MKTG 373 with a C; MKTG 371 and MKTG 470 (or MKTG 480) with minimum grade of C or an average of 2.0 in both courses
Any of the following (minimum 14 units):		
JMS 408: Principles of Media Studies		Upper Division Standing
JMS 440: Management of Media Organizations		Upper Division Standing
JMS 460: Principles of Advertising		Upper Division Standing
JMS 480: Principles of Public Relations		Upper Division Standing
JMS 560: Advertising Research		Upper Division Standing; (JMS 310W waived), 460, 462 with a C or better in each course
JMS 562: Advertising Creative		Upper Division Standing; (JMS 310W waived), JMS 460, 462 with a C or better in each course
JMS 565: Advertising Campaigns		Upper Division Standing; MKTG 470; Other prerequisites
JMS 566: Advertising Strategy and Digital Analytics		Upper Division Standing; Other prerequisites waived
JMS 567: Advanced Topics in Advertising		JMS 460 with a grade of C or better
JMS 574: International Advertising		Upper Division Standing; Prerequisites waived
MKTG 380: Direct Marketing Methods (4-units)		BA 370 with a C
MKTG 381: Intro to Bus Tools for Data Analysis and Visualization		BA 370 with a C
MKTG 402: Marketing and Sales Internship		BA 370 with a C
MKTG 470: Marketing Research (4-units)		BA 370 with a C; MIS 301 with a grade of C- (Units cannot double count)
MKTG 476: Internet/Interactive Marketing (4-units)		BA 370 with a C
MKTG 478: Marketing and Sales for Social Impact (4- units)		MKTG 371 with a C
MKTG 480 Marketing Analytics (4-units)		BA 370 with a C; MIS 301 with a grade of C- (Units cannot double count)
MKTG 498: Investigation and Report		Senior standing and consent of instructor
MKTG 499: Special Study		Consent of instructor
BA 404: Small Business Consulting OR BA 405: International Business Strategy & Integration		BA 300, 310, 323, 350, 370; BA 360 or MIS 301
PSY 340: Social Psychology		PSY 101; Completed GE Area Foundations II.B

PSY 380: Cognitive Psychology		PSY 101; PSY 211 recommended
MIS 305: Business Processes, ERP, and Analytics		MIS 180
MIS 380: Data Management Systems		MIS 180
		MAJOR GPA

You must have a 2.0 GPA or better in the courses listed above in order to graduate.

Student 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 (SSW-1551).