



SAN DIEGO STATE
UNIVERSITY

FOWLER COLLEGE OF BUSINESS

CENTER FOR STUDENT SUCCESS

MARKETING MAJOR (47 units)

UPPER DIVISION REQUIREMENTS FOR 2021-2022 MAJOR CATALOG YEAR

Business Core	Grade	Prerequisites/Notes
BA 300: Ethical Decision Making in Business (1-unit)		
BA 310: Foundations of Business in a Global Environment (1-unit)		
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 Marketing majors
Marketing 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 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 479: Strategic Marketing Management (4-units)		MKTG 371 and 470 (or MKTG 480) with a 2.0 average in both
18 units of the following:		
MKTG 372: Retail Marketing Methods (4-units)		BA 370 with a C
MKTG 373: Integrated Marketing Communications (4-units)		BA 370 with a C
MKTG 376: Global Marketing Strategy (4-units)		BA 370 with a C
MKTG 377: Selling Strategy & Practice (4-units)		BA 370 with a C
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 472: Advanced Integrated Marketing Communications (4-units)		MKTG 373 with a C; MKTG 371 and 470 (or MKTG 480) with a C or a 2.0 average in both
MKTG 473: Sales Management (4-units)		BA 370 with a C
MKTG 474: Business Marketing (4-units)		BA 370 with a C
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
MIS 305: Business Processes, ERP, and Analytics		MIS 180
MIS 380: Data Management Systems		MIS 180
BA 404: Small Business Consulting OR BA 405: International Business Strategy & Integration		BA 300, 310, 323, 350, 370; BA 360 or MIS 301

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).

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