



MARKETING MAJOR/Specialization in Integrated Marketing Communications UPPER DIVISION REQUIREMENTS FOR 2009, 2010, 2011, 2012, 2013 & 2014 CATALOG YEARS

Course	Grade	Prerequisites/notes
BA 300 Ethical Decision Making in Business (1 unit)		
FIN 323: Fundamentals of Finance		
MIS 302: Intro to Operations Management		
MGT 350: Management & Organizational Behavior		
MKTG 370: Marketing		Minimum grade of C required for IMC majors
MGT 405: International Business Strategy & Integration or BA 404: Small Business Consulting		BA 300, MGT 350, FIN 323, MIS 301 or 302, MKTG 370
MIS 301: Statistical Analysis for Business		Minimum grade of C required for IMC majors
MKTG 371: Consumer & Buyer Behavior (4 units)		MKTG 370 with a C
MKTG 373: Integrated Marketing Communications (4 units)		MKTG 370 with a C
MKTG 470: Marketing Research (4 units)		MKTG 370 with a C; MIS 301 with a C
MKTG 472: Advanced Integrated Marketing Communications (4 units)		MKTG 373 with a C; MKTG 371, 470 with a C average
Any 4 of the following (12-13 units):		
JMS 375: Media Tech in the Global Environment		Upper Division Standing; JMS 210 with a C or better
JMS 408: Media and Society		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, 460, 462 with a C or better; <i>No preregistration possible; Students must crash</i>
JMS 562: Advertising Creative		Upper Division Standing; JMS 460, 462 with a C or better; <i>No preregistration possible; Students must crash</i>
JMS 565: Advertising Campaigns		Upper Division Standing; MKTG 470; Other prerequisites waived; <i>No preregistration possible; Students must crash</i>
JMS 574: International Advertising		Upper Division Standing; Prerequisites waived
JMS 596: Selected Topics		Senior standing; <i>No preregistration possible; Students must crash</i>
MKTG 380: Direct Marketing Methods (4 units)		MKTG 370 with a C
MKTG 476: Internet/Interactive Marketing (4 units)		MKTG 370 with a C
PSY 340: Social Psychology		PSY 101; Completed GE Area Foundations II.B
PSY 380: Cognitive Psychology		PSY 101; PSY 211 recommended
SOC 335: Mass Communication & Popular Culture		SOC 101; Completed GE Area Foundations II.B

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. **This is an unofficial advising sheet. Official requirements are based upon catalog copy and issued by the Office of Advising and Evaluations.**