



MARKETING MAJOR/Specialization in Professional Selling and Sales Management UPPER DIVISION REQUIREMENTS FOR 2013 CATALOG YEAR

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 PSSM 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		Minimum grade of C required for Marketing majors
MKTG 371: Consumer & Buyer Behavior		MKTG 370 with a C
MKTG 377: Selling Strategy and Practices		MKTG 370 with a C
MKTG 470: Marketing Research		MKTG 370 with a C; MIS 301 with a C
MKGT 473: Sales Management		MKTG 370 with a C
MKTG 479: Strategic Marketing Management		MKTG 371, 470 with a 2.0 average in both
8 units (2) of the following:		
MKTG 372: Retail Marketing Methods		MKTG 370 with a C
MKGT 376: Global Marketing Strategy		MKTG 370 with a C
MKTG 474: Business Marketing		MKTG 370 with a C

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 _____

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