## MARKETING MAJOR

<table>
<thead>
<tr>
<th>Course</th>
<th>Grade</th>
<th>Prerequisites/notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 300 Ethical Decision Making in Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FIN 323: Fundamentals of Finance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MIS 302: Intro to Operations Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGT 350: Management &amp; Organizational Behavior</td>
<td></td>
<td>Minimum grade of C required for Marketing majors</td>
</tr>
<tr>
<td>MKTG 370: Marketing</td>
<td></td>
<td>BA 300, MGT 350, FIN 323, MIS 301 or 302, MKTG 370</td>
</tr>
<tr>
<td>MGT 405: International Business Strategy &amp; Integration or BA 404: Small Business Consulting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MIS 301: Statistical Analysis</td>
<td></td>
<td>Minimum grade of C required for Marketing majors</td>
</tr>
<tr>
<td>MKTG 371: Consumer &amp; Buyer Behavior (4 units)</td>
<td></td>
<td>MKTG 370 with a C</td>
</tr>
<tr>
<td>MKTG 470: Marketing Research (4 units)</td>
<td></td>
<td>MKTG 370 with a C; MIS 301 with a C</td>
</tr>
<tr>
<td>MKTG 479: Strategic Marketing Management (4 units)</td>
<td></td>
<td>MKTG 371, 470 with a 2.0 average in both</td>
</tr>
<tr>
<td><strong>16 units (4) of the following:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 372: Retail Marketing Methods (4 units)</td>
<td></td>
<td>MKTG 370 with a C</td>
</tr>
<tr>
<td>MKTG 373: Integrated Marketing Communications (4 units)</td>
<td></td>
<td>MKTG 370 with a C</td>
</tr>
<tr>
<td>MKTG 376: Global Marketing Strategy (4 units)</td>
<td></td>
<td>MKTG 370 with a C</td>
</tr>
<tr>
<td>MKTG 377: Selling Strategy &amp; Practice (4 units)</td>
<td></td>
<td>MKTG 370 with a C</td>
</tr>
<tr>
<td>MKTG 380: Direct Marketing Methods (4 units)</td>
<td></td>
<td>MKTG 370 with a C</td>
</tr>
<tr>
<td>MKTG 472: Advanced Integrated Marketing Communications (4 units)</td>
<td></td>
<td>MKTG 373 with a C; MKTG 371 &amp; 470 with a C average</td>
</tr>
<tr>
<td>MKGT 473: Sales Management (4 units)</td>
<td></td>
<td>MKTG 370 with a C</td>
</tr>
<tr>
<td>MKGT 474: Business Marketing (4 units)</td>
<td></td>
<td>MKTG 370 with a C</td>
</tr>
<tr>
<td>MKTG 475: Global Marketing Applications (4 units)</td>
<td></td>
<td>MKTG 376 with a C</td>
</tr>
<tr>
<td>MKTG 476: Internet/Interactive Marketing (4 units)</td>
<td></td>
<td>MKTG 370 with a C</td>
</tr>
<tr>
<td>MKTG 477: Marketing Consulting for Small Business (4 units)</td>
<td></td>
<td>MKTG 370 with a C; Senior Standing; Consent of Instructor</td>
</tr>
<tr>
<td>MKTG 498: Investigation and Report</td>
<td></td>
<td>Senior Standing and consent of instructor</td>
</tr>
<tr>
<td>MKTG 499: Special Study</td>
<td></td>
<td>Consent of Instructor</td>
</tr>
</tbody>
</table>

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.