MARKETING MAJOR/Specialization in Integrated Marketing Communications (47 units)

UPPER DIVISION REQUIREMENTS FOR 2018-2019 MAJOR CATALOG YEAR

<table>
<thead>
<tr>
<th>Business Core</th>
<th>Grade</th>
<th>Prerequisites/Notes</th>
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<tr>
<td>BA 300: Ethical Decision Making in Business (1-unit)</td>
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<td>BA 310:* Foundations of Business in a Global Environment (1-unit) *Course and prerequisite is waived for students in Catalog Years prior to 2015/2016</td>
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<td>BA 323: Fundamentals of Finance</td>
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<td>Credit or concurrent registration in BA 310*</td>
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<td>BA 350: Management &amp; Organizational Behavior</td>
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<td>Credit or concurrent registration in BA 310*</td>
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<tr>
<td>BA 360: Introduction to Operations &amp; Supply Chain Management</td>
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<td>MATH 120; STAT 119 or ECON 201; Credit or concurrent registration in BA 310*</td>
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<td>BA 370: Marketing</td>
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<td>Credit or concurrent registration in BA 310*; Minimum grade of C required for IMC majors</td>
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<tr>
<td>BA 404: Small Business Consulting OR BA 405: International Business Strategy &amp; Integration</td>
<td>BA 300, 310*, 323, 350, 370; BA 360 or MIS 301</td>
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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)                                       |       | BA 370 with a C; MIS 301 with a C-                                                  |
| MKTG 472: Advanced Integrated Marketing Communications (4-units)            |       | MKTG 373 with a C; MKTG 371 and MKTG 470 with minimum grade of C or an of 2.0 in both courses |

Any of the following (minimum 11 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, 460, 462 with a C or better in each course         |
| JMS 562: Advertising Creative                                               |       | Upper Division Standing; JMS 310W, JMS 460, 462 with a C or better in each course     |
| JMS 565: Advertising Campaigns                                             |       | Upper Division Standing; MKTG 470; Other prerequisites waived                        |
| JMS 566: Advertising Strategy and Digital Analytics Platforms               |       | Upper Division Standing; Prerequisites waived                                        |
| JMS 574: International Advertising                                         |       | Upper Division Standing; Prerequisites waived                                        |
| MKTG 380: Direct Marketing Methods (4-units)                               |       | BA 370 with a C                                                                     |
| MKTG 476: Internet/Interactive Marketing (4-units)                          |       | BA 370 with a C                                                                     |
| MKTG 480: Marketing Analytics (4-units)                                     |       | BA 370 with a C; MIS 301 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                                           |

MAJOR GPA

You must have a 2.0 average or better in the courses listed above 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).