



FOWLER COLLEGE OF BUSINESS
CENTER FOR STUDENT SUCCESS

MARKETING MAJOR (47 units)
UPPER DIVISION REQUIREMENTS FOR 2019-2020 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
BA 405: International Business Strategy & Integration OR BA 404: Small Business Consulting		BA 300, 310, 323, 350, 370; BA 360 or MIS 301
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)		BA 370 with a C; MIS 301 with a grade of C-
MKTG 479: Strategic Marketing Management (4-units)		MKTG 371, 470 with a 2.0 average in both courses
15 units (4) 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 472: Advanced Integrated Marketing Communications (4-units)		MKTG 373 with a C; MKTG 371, 470 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 480: Marketing Analytics (4-units)		BA 370 with a C; MIS 301 with a C-
MKTG 498: Investigation and Report		Senior standing and consent of instructor
MKTG 499: Special Study		Consent of instructor
		MAJOR GPA

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).