



SAN DIEGO STATE
UNIVERSITY

FOWLER COLLEGE OF BUSINESS
CENTER FOR STUDENT SUCCESS

**MARKETING MAJOR/Specialization in Professional Selling and Sales Management (47 units)
UPPER DIVISION REQUIREMENTS FOR 2021-2022 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 PSSM majors |
| Professional Selling and Sales Management Major | | |
| MIS 301: Statistical Analysis | | MIS 180; MATH 120; STAT 119 or ECON 201; Minimum grade of C- required for Marketing |
| MKTG 371: Consumer Behavior (4-units) | | BA 370 with a C |
| MKTG 377: Selling Strategy & Practices (4-units) | | BA 370 with a C |
| MKTG 470 Marketing Research (4-units) OR MKTG 480 Marketing Analytics (4-units) | | BA 370 with a C; MIS 301 with a C- (Units Cannot Double Count) |
| MKTG 473: Sales Management (4-units) | | BA 370 with a C |
| MKTG 479: Strategic Marketing Management (4-units) | | MKTG 371 and 470 (or 480) with a minimum grade of C (2.0) or an average of 2.0 in both courses |
| 10 units of the following: | | |
| MKTG 372: Retail Marketing Methods (4-units) | | BA 370 with a C |
| MKTG 376: Global Marketing Strategy (4-units) | | BA 370 with a C |
| MKTG 381: Intro to Bus Tools Data Analysis & Visual (4) | | Approved Upper Division Major |
| MKTG 402: Marketing & Sales Internship (4-units) | | BA 370 with a C |
| MKTG 470: Marketing Research (4-units) | | BA 370 with a C; MIS 301 with a C- (Units don't double count) |
| MKTG 474: Business Marketing (4-units) | | BA 370 with a C |
| MKTG 478: Marketing & Sales for Social Impact (4-units) | | MKTG 371 with a C |
| MKTG 480: Marketing Analytics (4-units) | | BA 370 with a C; MIS 301 with a C- (Units don't double count) |
| MKTG 498: Investigation and Report | | Senior standing and instructor consent |
| MKTG 499: Special Study | | Consent of instructor |
| BA 404: Small Business Consulting OR BA 405: International Business Strategy & | | BA 300, 310, 323, 350, 370; BA 360 or MIS 301 |
| MIS 305: Business Processes, ERP, and Analytics | | MIS 180 |
| MIS 380: Data Management Systems | | MIS 180 |
| | | MAJOR GPA |

You must have a 2.0 GPA 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 (SSW-1551).

