



## MARKETING MAJOR/Specialization in Professional Selling and Sales Management UPPER DIVISION REQUIREMENTS FOR 2015-2016 CATALOG YEAR

Course	Grade	Prerequisites/notes
BA 300 Ethical Decision Making in Business (1 unit)		MIS 180
BA 310* Foundations of Business in a Global Environment (1 unit) <b>*Course and prerequisite is waived for students in Catalog Years prior to 2015/2016</b>		
BA 323: Fundamentals of Finance (Formerly FIN 323)		Credit or concurrent registration in BA 310*
BA 350: Management & Organizational Behavior (Formerly MGT 350)		MIS 180; credit or concurrent registration in BA 310*
BA 360: Introduction to Operations and Supply Chain Management (Formerly MIS 302)		MIS 180; Math 120; STAT 119 or ECON 201; credit or concurrent enrollment in BA 310*
BA 370: Marketing (Formerly MKTG 370)		Minimum grade of C required for PSSM majors; MIS 180; credit or concurrent registration in BA 310*
BA 405: International Business & Integration Strategy (Formerly MGT 405) or BA 404: Small Business Consulting		BA 300, 310*,323, 350, 370; BA 360 or MIS 301
MIS 301: Statistical Analysis		Minimum grade of C required for PSSM majors
MKTG 371: Consumer & Buyer Behavior		BA 370 with a C
MKTG 377: Selling Strategy and Practices		BA 370 with a C
MKTG 470: Marketing Research		BA 370 with a C; MIS 301 with a C
MKGT 473: Sales Management		BA 370 with a C
MKTG 479: Strategic Marketing Management		BA 371, 470 with a 2.0 average in both
<b>8 units (2) of the following:</b>		
MKTG 372: Retail Marketing Methods		BA 370 with a C
MKGT 376: Global Marketing Strategy		BA 370 with a C
MKTG 474: Business Marketing		BA 370 with a C
MKTG 480: Marketing Analytics		BA 370 with a C; MIS 301 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.

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