



# Fowler College of Business

## MARKETING MAJOR/Specialization in Professional Selling and Sales Management (47 units) UPPER DIVISION REQUIREMENTS FOR 2022-2023 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                 |
| <b>Professional Selling and Sales Management Major</b>   |       |  |
| 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 377: Selling Strategy & Practices (4-units)   |       | BA 370 with a C  |
| MKTG 470 Marketing Research (4-units) <b>OR</b><br>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 MKTG 470 <b>OR</b> 480 with a minimum grade of C (2.0) or an average of 2.0 in both courses |
| <b>10 units of the following:</b>  |       |  |
| 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 <b>OR</b> MGT 405: International Business Strategy & Integration |       | BA 300, 323, 350, 370; BA 360 or MIS 301   |
| MIS 305: Business Processes, ERP, and Analytics  |       | MIS 180  |
| MIS 380: Data Management Systems   |       | MIS 180  |
|  |       | <b>MAJOR GPA</b>   |

You **must have a 2.0 average** or better in the courses listed above in order to graduate. Other requirements for the degree can be found in the SDSU Catalog and in your degree evaluation. **This is an unofficial advising sheet. Official requirements are based upon catalog copy and issued by the Office of the Registrar:**  
<https://registrar.sdsu.edu/>