

REQUIREMENTS CHECKSHEET Department of Marketing	MARKETING
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Effective with Class of 2002

I. Required Junior/Senior SOM Core: (15 credits)

Sem.	Grade	Course
		FINOPMGT 301, Corporate Finance
		MANAGMNT 301, Principles of Management
		MARKETNG 301, Fundamentals of Marketing
		SCH-MGMT 310, Management Communications
		SCH-MGMT 497, Business Policy & Strategy

2. Required Marketing Core: (18 credits)

Sem.	Grade	Course
		MARKETNG 412, Marketing Research
Choose three courses from the list at right:		
Business Electives: (6 credits—upper-level courses in any Isenberg School department, including Marketing)		

3. Breadth Requirement Courses (21 credits)

Choose three of the following to fulfill Requirements in Item #2:
(Not all courses are offered every semester.)

MARKETNG 410	Consumer Behavior
MARKETNG 421	Product Strategy
MARKETNG 422	Promotional Strategy
MARKETNG 425	Sales and Distribution Strategy
MARKETNG 437	International Marketing
MARKETNG 441	Marketing Management
MARKETNG 450	Direct Marketing
MARKETNG 455	Internet Marketing
MARKETNG 465	Retailing Mgt. & Technology
MARKETING 491G	Tools for Professional Success
MARKETNG 491K	Adv. Promotional Strategy
MARKETING 491N	Non-Profit Marketing
MARKETING 491S	Small Business Marketing
MARKETING 491W	Hands on Brand Management

*Any other MARKETING 491 course also counts.

Graduation Requirements:

- Complete at least 120 credits.
- Maintain a cumulative average of at least 2.0 in your major **and** overall.
- Isenberg Breadth Requirement:
 Students must complete 21 units of coursework outside of the Isenberg School. Courses used to satisfy General Education and Isenberg School requirements may NOT be applied to this requirement. In addition, no more than 3 units of Economics and/or Res-Econ are allowed.

You are responsible:

- To ensure that all graduation requirements are fulfilled. Your degree progress report can be viewed on your SPIRE account. You should meet with your advisor regularly to review your progress toward completing graduation requirements.
- To keep track of the requirements for other minors or majors you are pursuing.

Also, please note that:

- Required SCH-MGMT courses and courses in your major may not be taken pass/fail with the exception of **MARKETNG 398** which can count as one elective in Item #2.
- Independent Study credits cannot be used to satisfy any Isenberg School or major requirement.