

**Marketing Major Checklist:
Recommended Timeline of Marketing Core Requirements, CEPD & AMA Student Club**

The first semester of your junior year:

1. Take **MKT 304 Introduction to Marketing Management**.
2. Immediately [REGISTER ON HANDSHAKE](#) to access the Nazarian College Career Education and Professional Development's (CEPD) comprehensive career resources, including resume help, listings for internships and jobs, and invitations to important career and professional development events.
3. Immediately join CSUN's [American Marketing Association \(AMA\) student club](#) (optional but encouraged).

The second semester of your junior year:

1. Take **MKT 346 Marketing Research**.
2. Take **MKT 348 Consumer Behavior**.
3. [APPLY FOR GRADUATION](#) ASAP so you receive priority registration and essential emails and can register for classes reserved for graduating seniors.
4. Immediately [PLAN YOUR DEGREE](#), call 818.677.3537, schedule an appointment with a Nazarian College advisor, and review your degree plan with your advisor.
5. Immediately [ATTEND AN INTERNSHIP ORIENTATION](#) and start your internship search 4-6 months before you plan to take MKT 498A/B.
6. APPLY FOR A MARKETING DEPARTMENT SCHOLARSHIP if you have a 3.0 GPA or higher in all coursework taken toward the degree, coursework taken at CSUN, and upper-division coursework required for the Marketing Option.
7. Increase your involvement in CSUN's [American Marketing Association \(AMA\) student club](#) (optional but encouraged).

The first semester of your senior year:

1. **FULFILL YOUR EXPERIENTIAL REQUIREMENT** with **MKT 498A/B Internship** or **BUS 491CS Small Business Consulting** (if you qualify).
 - If you take MKT 346 or MKT 348 in the spring, we strongly recommend fulfilling your experiential requirement in the subsequent summer or fall.
 - If you take MKT 346 or MKT 348 in the fall, we strongly recommend fulfilling your internship in the subsequent spring or summer.
 - If you have a 3.0 or higher GPA, the BUS 491CS Small Business Consulting class may fulfill your experiential requirement.
2. Six months before your expected graduation date, work with CEPD to start your job search.
3. Stay involved in CSUN's [American Marketing Association \(AMA\) student club](#) (optional but encouraged).

The second semester of your senior year:

1. Take your capstone business course (**BUS 497A** or **B Strategic Management Seminar**).
2. Take your capstone Marketing course (**MKT 449 Marketing Management Seminar**).

3. Focus on your **job search** for the entire second semester of your senior year.
4. Stay involved in CSUN's [American Marketing Association \(AMA\) student club](#) (optional but encouraged).

During both your junior and senior years:

1. Work closely with [CEPD](#) throughout your time at Nazarian College to maximize your professional readiness.
2. We encourage you to be involved in CSUN's [American Marketing Association \(AMA\) student club](#).
3. Any grade other than "F" is a passing grade in upper-division courses. However, if you earned a **"C-" or lower** in one of your courses and are concerned that you may not meet the **required 2.0 minimum for total GPA, total CSUN GPA, and upper-division coursework in the major GPA at the time of graduation**, then you may want to [repeat a class](#).

If you have any questions, please email our department staff at mgtmkt@csun.edu or CEPD at nazariancareers@csun.edu.

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