Program Overview

Marketing involves directing the activities of an organization towards the satisfaction of customer wants and needs. There are a wide variety of career opportunities in this field such as personal selling and sales management, advertising and sales promotion, public relations, marketing research, physical distribution, product management, market management, marketing information systems, and retail management.

Academic Advising

It is recommended that students meet with an advisor regarding their individualized degree plan at least once per year.

Business School Advising

[undergrad.advising@ucdenver.edu](mailto:undergrad.advising@ucdenver.edu)

<https://business.ucdenver.edu/current-students/undergraduate-advising>   
Business School Building, floor 4

303-315-8110

General Graduation Requirements & Policies

All CU Denver Business students are required to complete the following minimum general graduation requirements:

1. Complete a minimum of 120 applicable course hours.
2. Achieve a minimum 2.0 CU cumulative grade point average (GPA) and business GPA.
3. Complete a minimum of 45 upper division (3000/4000 level) credits.
4. Complete a minimum of 30 CU Denver business course hours in good standing.

Course Schedule & Delivery Modes

CU Denver offers courses in both in person (IP) and online (OL) delivery modes. Students may complete this degree entirely online OR entirely in person. Students that need to take classes either online or in person will need to pay attention to when courses are offered in the format you need. Below are the required classes for this major and when they are generally offered in person and online. Students will need to choose core classes and electives that meet their individual needs:

**COURSE SCHEDULES ARE SUBJECT TO CHANGE!**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **When** | **Fall** | **Spring** | **Summer** |
| **Core Classes** |  |  |  |  |
| ENGL 1020 | Semester 1 | IP & OL | IP & OL | IP & OL |
| ENGL 2030 | Semester 2 | IP & OL | IP & OL | IP & OL |
| MATH 1060 Finite Math | Semester 1 | IP & OL | IP & OL | OL |
| Social Sciences: ECON 2012 | Semester 3 | IP & OL | IP & OL | IP & OL |
| **Graduation Requirements for Business** |  |  |  |  |
| UNIV 1110 College Success | Semester 1 | IP & OL | IP & OL |  |
| COMM 2050 Business and Professional Speaking | Semester 2 | IP & OL | IP & OL | OL |
| ECON 2022 Principles of Economics: Microeconomics | Semester 4 | IP & OL | IP & OL | IP & OL |
| ENGL 3170 Business Writing | Semester 4 | IP & OL | IP & OL | OL |
| **Business Core:** |  |  |  |  |
| BUSN 2110+BUSN 3110 | Semesters 2 & 3 | IP & OL | IP & OL | - |
| ISMG 2050 Introduction to Business Problem Solving | Semester 2 | IP & OL | IP & OL | OL |
| BANA 2010 Business Statistics | Semester 3 | IP & OL | IP & OL | IP & OL |
| ACCT 2200 Financial Accounting & Financial Statement Analysis | Semester 3 | IP & OL | IP & OL | Either IP or OL |
| ACCT 2220 Managerial Accounting and Professional Issues | Semester 4 | IP & OL | IP & OL | OL |
| BLAW 3050 Business Law and Ethics | Semester 6 | IP & OL | IP & OL | OL |
| BANA 3000 Operations Management | Semester 7 | IP & OL | IP & OL | IP & OL |
| FNCE 3000 Principles of Finance | Semester 6 | IP & OL | IP & OL | OL |
| ISMG 3000 Technology in Business | Semester 6 | IP & OL | IP & OL | OL |
| MGMT 3000 Managing Individuals and Teams | Semester 5 | IP & OL | IP & OL | OL |
| MKTG 3000 Principles of Marketing | Semester 5 | IP & OL | IP & OL | OL |
| MGMT 4500 Business Policy and Strategic Management | Semester 8 | IP & OL | IP & OL | OL (May) |
| **Marketing Required Classes** |  |  |  |  |
| MKTG 3100 Marketing Research | Semester 6 | IP & R | IP |  |
| MKTG 4050 Applied Marketing Management | Semester 7 | HY & OL | OL | IP & R |
| MKTG electives | Semester 6-8 | IP & OL | IP & OL | OL |

Sample Academic Plan of Study

The following academic plan is a ***sample*** pathway to completing degree requirements. This schedule can be adjusted to accommodate AP, IB, and/or CLEP credits, as well as courses taken during the summer sessions. Students should tailor this plan based on transfer credit, course availability, and individual preferences related to course load, schedules, and add-on programs such as minors or double majors. Students must complete an experiential learning credit (internship, study abroad program, or project-based course) and a capstone course taken in their final semester. **This plan assumes that the foreign language graduation requirement has been completed with high school courses or proficiency exam.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year One | **Semester 1** | Credits |  | **Semester** **2** | Credits |
| ENGL 1020 Core Composition I | 3 |  | ISMG 2050 Intro to Business Problem Solving | 3 |
| MATH 1060 Finite Math | 3 |  | ENGL 2030 Core Composition II | 3 |
| Arts, Humanities, OR Behavioral Science | 3 |  | COMM 2050 Business and Professional Speaking | 3 |
| Arts, Humanities, OR Behavioral Science | 3 |  | Natural and Physical Sciences with a Lab | 4 |
| UNIV 1110 College Success | 1 |  | Arts, Humanities, OR Behavioral Science | 3 |
|  |  |  |  |  |
| **TOTAL SEMESTER HOURS** | **13** |  | **TOTAL SEMESTER HOURS** | **16** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year Two | **Semester 3** | Credits |  | **Semester 4** | Credits |
| ACCT 2200 Financial Accounting and Financial Statement Analysis | 3 |  | ACCT 2220 Managerial Accounting and Professional Issues | 3 |
| BANA 2010 Business Statistics | 3 |  | ECON 2022 Principles of Economics: Microeconomics | 3 |
| Social Sciences: ECON 2012 Macroeconomics | 3 |  | Natural and Physical Sciences | 3 |
| ENGL 3170 Business Writing | 3 |  | General Elective *(or Regional Expertise/Language)* | 3 |
| General Elective *(or Regional Expertise/Language)* | 3 |  | General Elective *(or Regional Expertise)* | 3 |
| BUSN 2110 Cultivating Emotional Intelligence | 1 |  | BUSN 3110 Career & Professional Development | 1 |
| **TOTAL SEMESTER HOURS** | **16** |  | **TOTAL SEMESTER HOURS** | **16** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year Three | **Semester 5** | Credits |  | **Semester 6** | Credits |
| MGMT 3000 Managing Individuals and Teams | 3 |  | MKTG 3100 Marketing Research | 3 |
| MKTG 3000 Principles of Marketing | 3 |  | MKTG Elective | 3 |
| BANA 3000 Operations Management | 3 |  | BLAW 3050 Business Law and Ethics | 3 |
| International Perspectives | 3 |  | FNCE 3000 Principles of Finance | 3 |
| General Elective | 2 |  | ISMG 3000 Technology in Business | 3 |
| **TOTAL SEMESTER HOURS** | **14** |  | **TOTAL SEMESTER HOURS** | **15** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year Four | **Semester 7** | Credits |  | **Semester 8** | Credits |
| Experiential Learning | 3 |  | MKTG Elective | 3 |
| MKTG 4050 Applied Marketing Management | 3 |  | MKTG Elective | 3 |
| MKTG Elective | 3 |  | MKTG Elective | 3 |
| MKTG Elective | 3 |  | MGMT 4500 Business Policy and Strategic Management | 3 |
| International Studies | 3 |  | Cultural Diversity | 3 |
| **TOTAL SEMESTER HOURS** | **15** |  | **TOTAL SEMESTER HOURS** | **15** |

Students wanting to apply for the **marketing 4+1 Program** (BSBA & MS in 5 years) should complete MKTG 3000 and 2 other MKTG courses by the end of their 6th semester or Junior year, prior to application. Upon MKTG 4+1 acceptance, student will substitute two graduate level courses for two undergraduate courses in their undergraduate degree plan. Please see advisor for more information.

Degree Requirements

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Courses** | **Credits** | **Prerequisites/Notes** | **Term** | **Credits** | **Grade** |
| \*Students are responsible for consulting advisors for current prerequisite and scheduling information as they change regularly | | |  |  |  |
| **Required CU Denver Core Curriculum Coursework** | **34** |  |  |  |  |
| ENGL 1020 | 3 |  |  |  |  |
| ENGL 2030 | 3 | ENGL 2030 |  |  |  |
| MATH 1060 Finite Math | 3 |  |  |  |  |
| Arts | 3 |  |  |  |  |
| Humanities | 3 |  |  |  |  |
| Behavioral Sciences | 3 |  |  |  |  |
| Social Sciences: ECON 2012 | 3 |  |  |  |  |
| Natural and Physical Sciences **with lab** | 4 |  |  |  |  |
| Natural and Physical science | 3 |  |  |  |  |
| Cultural Diversity | 3 | Junior Standing - BUSN/MGMT 4100 recommended |  |  |  |
| International Perspectives | 3 | INTB 3000, INTB 4400 or MKTG4200 recommended |  |  |  |
| **Graduation Requirements for Business** | **13** |  |  |  |  |
| UNIV 1110 College Success | 1 | Only required for entering first term freshmen |  |  |  |
| COMM 2050 Business and Professional Speaking | 3 |  |  |  |  |
| ECON 2022 Principles of Economics: Microeconomics | 3 |  |  |  |  |
| ENGL 3170 Business Writing | 3 | Sophomore standing |  |  |  |
| Experiential Learning | 3 | Options: internship, business study abroad, or MGMT 4120, 4825, 4900, or ENTP 3900 |  |  |  |
| **Business Core** | **35** |  |  |  |  |
| BUSN 2110+BUSN 3110 | 2 | 1 credit each |  |  |  |
| ISMG 2050 Introduction to Business Problem Solving | 3 |  |  |  |  |
| BANA 2010 Business Statistics | 3 | MATH 1060 with **C-** or better |  |  |  |
| ACCT 2200 Financial Acct and Statement Analysis | 3 | MATH 1060 with **C-** or better |  |  |  |
| ACCT 2220 Managerial Acct and Professional Issues | 3 | ACCT 2200 with **C-** or better |  |  |  |
| BLAW 3050 Business Law and Ethics | 3 | 45 + credits complete |  |  |  |
| BANA 3000 Operations Management | 3 | ACCT 2200, BANA 2010 with **C-** or better & 45 + credits |  |  |  |
| FNCE 3000 Principles of Finance | 3 | MATH 1060, ACCT 2200, BANA 2010 with **C-** or better, ECON 2012, ECON 2022 & 45 + credits complete |  |  |  |
| ISMG 3000 Technology in Business | 3 | 45 + credits complete |  |  |  |
| MGMT 3000 Managing Individuals and Teams | 3 | 45 + credits complete |  |  |  |
| MKTG 3000 Principles of Marketing | 3 | BANA 2010, COMM 2050 with **C-** or better & 45+ credits |  |  |  |
| MGMT 4500 Business Policy and Strategic Management | 3 | All Business Core with **C-** or better |  |  |  |
| **International Studies** | **3** |  |  |  |  |
| ACCT 4370, MKTG/INTB 4200, FNCE/INTB 4370,  MGMT/INTB 4400, RISK 4509 | 3 | Choose one |  |  |  |
| **Major: Marketing** | **24** |  |  |  |  |
| MKTG 3100 Marketing Research | 3 | BANA 2010 and MKTG 3000 with **C-** or better |  |  |  |
| MKTG 4050 Applied Marketing Management | 3 | MKTG 3000 with **C-** or better |  |  |  |
| MKTG Elective | 3 |  |  |  |  |
| MKTG Elective | 3 |  |  |  |  |
| MKTG Elective | 3 |  |  |  |  |
| MKTG Elective | 3 |  |  |  |  |
| MKTG Elective | 3 |  |  |  |  |
| MKTG Elective | 3 |  |  |  |  |
| **Language Proficiency Level 1 and 2 or Regional Expertise** | **10** | If proficiency is met, student is responsible for completing 10 additional electives |  |  |  |
| **Other Courses-Electives** | **1** | 11 if language proficiency is met |  |  |  |
| **Total Credit Hours: 120** | | |  |  |  |