Program Overview

Marketing is a major business area that may include 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. Adding courses in information systems can further specialize the degree to prepare for the new environment within marketing.

Academic Advising

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

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| 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  303-315-8110/8111 |
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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. Residency: complete a minimum of 30 CU Denver business course hours in good standing

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.**

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

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| Year Two | **Semester 3** | CRS |  | **Semester 4** | CRS |
| 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 |  | ENGL 3170 Business Writing | 3 |
| International Perspectives | 3 |  | Cultural Diversity | 3 |
| ISMG 3000 Technology in Business | 3 |  | General Elective | 3 |
| BUSN 2110 | 1 |  | BUSN 3110 | 1 |
| **TOTAL SEMESTER HOURS** | **16** |  | **TOTAL SEMESTER HOURS** | **16** |

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| Year Three | **Semester 5** | CRS |  | **Semester 6** | CRS |
| FNCE 3000 Principles of Finance | 3 |  | BLAW 3050 Business Law and Ethics | 3 |
| 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 |  | MKTG Elective | 3 |
| General Elective | 3 |  | International Studies | 3 |
| **TOTAL SEMESTER HOURS** | **15** |  | **TOTAL SEMESTER HOURS** | **15** |

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| Year Four | **Semester 7** | CRS |  | **Semester 8** | CRS |
| BGEN Experiential Learning | 3 |  | ISMG 3600 System Strategy, Architecture and Design | 3 |
| MKTG 4050 Applied Marketing Management | 3 |  | ISMG/MGMT 4900 Project Management and Practice | 3 |
| ISMG 3500 Enterprise Data and Content Management | 3 |  | MGMT 4500 Business Policy and Strategic Management | 3 |
| ISMG/MKTG 4760 Customer Relationship Management | 3 |  | General Elective | 3 |
| General Elective | 2 |  |  |  |
| **TOTAL SEMESTER HOURS** | **14** |  | **TOTAL SEMESTER HOURS** | **12** |

Degree Requirements

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| --- | --- | --- | --- | --- | --- |
| **Courses** | **Credits** | **Prerequisites/Notes** | **Term** | **Hours** | **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 |  |  |  |  |
| 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 (MGMT 4100 recommended) | 3 |  |  |  |  |
| International Perspectives (INTB 3000 recommended) | 3 |  |  |  |  |
| **Graduation Requirements for Business** | **12** |  |  |  |  |
| COMM 2050 Business and Professional Speaking | 3 |  |  |  |  |
| ECON 2022 Principles of Economics: Microeconomics | 3 |  |  |  |  |
| ENGL 3170 Business Writing | 3 |  |  |  |  |
| Experiential Learning | 3 | Options: internship, business study abroad, or one of the following: MGMT 4120, 4825, 4900, or ENTP 3900 |  |  |  |
| **Business Core** | **36** |  |  |  |  |
| UNIV 1110+BUSN 2110+BUSN 3110 | 3 | 1 credit each |  |  |  |
| ISMG 2050 Introduction to Business Problem Solving | 3 |  |  |  |  |
| BANA 2010 Business Statistics | 3 | MATH 1060, Sophomore standing |  |  |  |
| ACCT 2200 Financial Accounting and Financial Statement Analysis | 3 | MATH 1060, Sophomore standing |  |  |  |
| ACCT 2220 Managerial Accounting and Professional Issues | 3 | MATH 1060, ACCT 2200, Sophomore standing |  |  |  |
| BLAW 3050 Business Law and Ethics | 3 | Junior Standing |  |  |  |
| BANA 3000 Operations Management | 3 | MATH 1060, ACCT 2200, BANA 2010 |  |  |  |
| FNCE 3000 Principles of Finance | 3 | MATH 1060, ACCT 2200, BANA 2010, ECON 2012, ECON 2022 |  |  |  |
| MGMT 3000 Managing Individuals and Teams | 3 | Junior Standing |  |  |  |
| MKTG 3000 Principles of Marketing | 3 | Junior Standing, Coreq COMM 2050 |  |  |  |
| ISMG 3000 Technology in Business | 3 | Junior Standing |  |  |  |
| MGMT 4500 Business Policy and Strategic Management | 3 | All Business Core with C or C- or better – see catalog |  |  |  |
| **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 |  |  |  |
| MKTG 4050 Applied Marketing Management | 3 | MKTG 3000 |  |  |  |
| MKTG Elective | 3 |  |  |  |  |
| MKTG Elective | 3 |  |  |  |  |
| ISMG/MKTG 4760 Customer Relationship Management | 3 | MKTG 3000 and ISMG 3000 |  |  |  |
| ISMG 3500 Enterprise Data and Content Management | 3 | ISMG 2050 |  |  |  |
| ISMG 3600 System Strategy, Architecture and Design | 3 | ISMG 2050, Coreq ISMG 3500 |  |  |  |
| ISMG/MGMT 4900 Project Management and Practice | 3 | Either MGMT 3000, MKTG 3000, and ISMG 3000 **OR** ISMG 3000, ISMG 3500, and ISMG 3600 |  |  |  |
| **Foreign Language Proficiency** | **10\*** | \*If proficiency is met, student is responsible for completing 10 additional electives |  |  |  |
| **Other Courses-Electives** | **4\*** | \*11 if language proficiency is met |  |  |  |
| **Total Credit Hours: 120** | | |  |  |  |