

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.

Business School Advising

undergrad.advising@ucdenver.edu

<https://business.ucdenver.edu/current-students/undergraduate-advising>

Business School Building, floor 4

303-315-8110/8111

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 semester 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 all college and major requirements
5. 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.**

Year One	Semester 1		CRS
	ENGL 1020 Core Composition I	3	
	MATH 1060 Finite Math	3	
	Natural and Physical Sciences	3	
	Arts, Humanities, OR Behavioral Science	3	
	BUSN 1200 Career and Professional Development	3	
TOTAL SEMESTER HOURS		15	

Year One	Semester 2		CRS
	ENGL 2030 Core Composition II	3	
	COMM 2050 Business and Professional Speaking	3	
	Natural and Physical Sciences with a Lab	4	
	Arts, Humanities, OR Behavioral Science	3	
	Arts, Humanities, OR Behavioral Science	3	
TOTAL SEMESTER HOURS		16	

Year Two	Semester 3		CRS
	ISMG 2050 Intro to Business Problem Solving	3	
	ACCT 2200 Financial Accounting and Financial Statement	3	
	BANA 2010 Business Statistics	3	
	Social Sciences: ECON 2012 Macroeconomics	3	
	Elective	3	
TOTAL SEMESTER HOURS		15	

Year Two	Semester 4		CRS
	ACCT 2220 Managerial Accounting and Professional Issues	3	
	ECON 2022 Principles of Economics: Microeconomics	3	
	ENGL 3170 Business Writing	3	
	Elective	3	
	Elective	3	
TOTAL SEMESTER HOURS		15	

Year Three	Semester 5		CRS
	FNCE 3000 Principles of Finance	3	
	ISMG 3000 Technology in Business	3	
	MGMT 3000 Managing Individuals and Teams	3	
	MKTG 3000 Principles of Marketing	3	
	BANA 3000 Operations Management	3	
TOTAL SEMESTER HOURS		15	

Year Three	Semester 6		CRS
	BLAW 3050 Business Law and Ethics	3	
	MKTG 3100 Marketing Research	3	
	MKTG Elective	3	
	MKTG Elective	3	
	International Perspectives (INTB 3000 recommended)	3	
TOTAL SEMESTER HOURS		15	

Year Four	Semester 7		CRS
	MKTG 4050 Applied Marketing Management	3	
	ISMG/MKTG 4760 Customer Relationship Management	3	
	ISMG 3500 Enterprise Data and Content Management	3	
	Cultural Diversity (MGMT 4100 recommended)	3	
	Elective	3	
TOTAL SEMESTER HOURS		15	

Year Four	Semester 8		CRS
	MGMT 4500 Business Policy and Strategic Management	3	
	ISMG 3600 System Strategy, Architecture and Design	3	
	ISMG/MGMT 4900 Project Management and Practice	3	
	International Studies	3	
	Remaining Electives	2	
TOTAL SEMESTER HOURS		14	

DEGREE REQUIREMENTS

Courses	Credits	Prerequisites	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				
BGEN Experiential Learning*	3	*Can be waived with ISMG 4900			
Business Core	36				
BUSN 1200 Career and Professional Development*	3	*not required for students admitted to the business school prior to Fall 2018			
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			
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*	*14 if language proficiency is met and BGEN is waived			
			Total Credit Hours: 120		