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| --- | --- |
| **First Year - 1st Semester**  | **First Year - 2nd Semester** |
| ENG 1010MTH 1310COMM 1010 **or** COMM 1100BUS 1850HIS \_\_\_\_ | Freshman Comp: Composing ArgumentsFinite Math for Mgmt. & Social SciencePresentational Speaking or Fund. of Oral CommunicationIntroduction to BusinessHistorical Studies (HI) | ENG 1020MTH 1320BUS 1950\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Freshman Comp: Analysis, Research & Doc.Calculus for Mgmt. & Social ScienceBusiness CommunicationNatural & Physical Science Elective (SI)Elective **(CIS 1010 - if score < 75% on CIS 2010 Placement Assessment)** |
| **Second Year - 1st Semester**  | **Second Year - 2nd Semester**  |
| ECO 2010ACC 2010CIS 2010\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Principles of Macro-Economics (SB I)Principles of Accounting IFoundations of Information SystemsElective (lower level MKT elective suggested, consult with advisorArts & Humanities Elective (AH) | ECO 2020ACC 2020MGT 2210\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Principles of Micro-Economics (SB II)Principles of Accounting IILegal Environment of Business INatural & Physical Science Elective (SI)Arts & Humanities Elective (AH)  |
| **Third Year - 1st Semester**  | **Third Year - 2nd Semester**  |
| MGT 3000MKT 3000CIS 3300FIN 3300\_\_\_\_\_\_\_  | Organizational Management Principles of MarketingBusiness Analytics IManagerial FinanceElective  | MKT 3010MKT 3310BUS 3040CIS 3320MKT 3750 | Market ResearchConsumer BehaviorGlobal Corporate Social Responsibility & SustainabilityBusiness Analytics II**Marketing Elective (1) recommended to fulfill MC** |
| **Fourth Year - 1st Semester** | **Fourth Year - 2nd Semester**  |
| MKT 3710MKT \_\_\_\_MKT 3980 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | International Marketing Marketing Elective (2) Marketing Elective (3) Internship recommendedElectiveElective | MKT 4560MGT 4950MKT \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Marketing Strategy Strategic ManagementMarketing Elective (4) ElectiveElective  |

**SUGGESTED ACADEMIC CAREER ROADMAP**

**First Year (0-29 Credits - EXPLORE)**

* Meet with a Career Counselor in Career Services (AD 270)
* Take a Career Test & Attend a Career GPS workshop

**Second Year (30-59 Credits – EXPLORE)**

* Complete your Roadrunner Roadmap Form (available at MSUDenver.edu/career)
* Research occupations, attend Employer Panels, learn to write a resume/post on Career Link
* Meet with the College of Business Career Advisor

**Third Year (60-89 Credits – EXPERIENCE)**

* Review your Skills Checklist, practice interviewing & join a Student Club
* Participate in research, service learning, or an internship
* **Fourth Year (90-120 Credits – EXECUTE)**
* Update your profiles Career Link and LindkedIn; attend career fairs
* Develop a job search strategy, connect with employers & apply for positions

**Note:** Unrestricted elective credits vary by major and must be sufficient for the student to meet the required University minimum of 120 credit hours.Unrestricted elective credits will vary between 12 and 27 credit hours. These hours can meet requirements for a minor, a concentration, or certificate. University policy states, no more than 4 semester hours in human performance and sport activities (HPL) or varsity sports (ATH) and no more than 7 semester hours in music ensemble courses will counted toward the degree.

**Multicultural Requirement:**
The University’s multicultural requirement is satisfied by taking an approved multicultural course in the *University Catalog: Additional Graduation***.** The Marketing department recommends the MKT 3750 Multicultural Marketing as a marketing elective meeting the multicultural requirement.

**Global Diversity Requirement:**The University’s global diversity requirement is satisfied by taking an approved global diversity course listed in the University Catalog: *General Studies Requirements*. MKT 2010 Marketing Around the Globe will not fulfill the global diversity requirement for **Marketing Majors** but will count as an **unrestricted elective** towards graduation requirements.

**Minors for Business Majors**:
Majors in the College of Business are **NOT** required to complete a minor at MSU Denver. Please see an advisor if you have questions about requirements involved with taking a minor.

Freshmen, sophomores, and new transfer students should work with the Marketing advisor on course selection to ensure timely graduation. Juniors, seniors, and marketing minors should meet with a faculty advisor. Students should review their Degree Progress Report each semester, to track and monitor their academic progress.

Reports are accessible through the Student Hub.

General Studies 34

Business core 36

Additional College of Business requirements 6

Major courses 24

Electives 20

**Total to graduate (min. 40 hrs. upper division) 120**

**Marketing, B.S.**

**Department of Marketing 303-615-1212 Administration Building, 560A**

***Prerequisites for courses on this sheet are strictly enforced and must be completed or in progress prior to registering for a course. Please check the university online catalog at*** [***https://msudenver.edu/catalog/***](https://msudenver.edu/catalog/)***, as course descriptions, requirements and prerequisites may change.***

**Catalog 2020-2021**

Refer to the General Studies Guide, Degree Progress Report or Class Scheduler in the Registration **Tab, a**ccessible through your Student Hub

###### Written Communication (WC)\_\_\_ Written Communication I - 3 (typically ENG 1010)

\_\_\_ Written Communication II -3 (typically ENG 1020)

**Oral Communication (OC)**\_\_ COMM 1010 – 3 Presentational Speaking or

\_\_ COMM 1100 – 3 Fund. of Oral Communication

#### **Quantitative Literacy (QL)**

\_\_\_ MTH 1310 – 4 Finite Math for Mgmt. & Social Sciences

MTH 1110 or MTH 1400 is acceptable for transfer students or major changes
 **Arts & Humanities**\_\_\_ - 3

**\_\_\_ - 3**

**Historical**\_\_\_\_\_ - 3

**Natural and Physical Sciences**

\_\_\_ - 3

\_\_\_ - 3

#### **Social and Behavioral Sciences I**

\_\_\_ ECO 2010 – 3 Principles of Economics: Macro (ENG, MTH)

**Social and Behavioral Sciences II**

\_\_\_ ECO 2020 – 3 Principles of Economics: Micro (ENG, MTH)

**Global Diversity** (must be satisfied within an approved General Studies)

\_\_\_ -3

**Multicultural** (may be satisfied in the major, minor or as an elective)

\_\_\_ **MKT 3750 – 3 Multicultural Marketing (recommended)**

**Additional College of Business Requirements** (6 credits)

\_\_\_ MTH 1320 – 3 Calculus for Management & Social Sciences

\_\_\_ BUS 3040 – 3 Global Corporate Social Responsibility & Sustainability (60 credit hours)

**Electives** (20 Hours)

**Marketing**

###### BUSINESS CORE (36 credits). A grade of C- or better is required for each course.

###### Check with department to determine which grade is required for your program of study.\_\_\_ BUS 1850 – 3 Introduction to Business (no prerequisite, see advisor if transferring 6+ business hours)

###### \_\_\_ BUS 1950 – 3 Business Communication (ENG 1010, ENG 1020 or co-req., and Oral Communication) Business core courses below require completion of ENG 1020 (WC), Oral Communication (OC), and Quantitative Literacy (QL), unless otherwise noted.

###### \_\_\_ ACC 2010 – 3 Principles of Accounting I (OC can be a co-req.)

\_\_\_ ACC 2020 – 3 Principles of Accounting II (ACC 2010)

\_\_\_ CIS 2010 – 3 Foundations of Information Systems (CIS 1010 or 75% on CIS 2010 test, QL co-req.)

\_\_\_ CIS 3300 – 3 Business Analytics I (MTH 1320, CIS 2010, 60 hours)

\_\_\_ CIS 3320 – 3 Business Analytics II (CIS 3300)

\_\_\_ FIN 3300 - 3 Managerial Finance (ACC 2010, ECO 2010 & 2020, MTH 1320, 60 hrs.)

\_\_\_ MGT 2210 - 3 Legal Environment of Business I (QL co-req.)

\_\_\_ MGT 3000 - 3 Organizational Management (60 Credit hours)

\_\_\_ MKT 3000 - 3 Principles of Marketing (60 Credit hours)

\_\_\_ **MGT 4950 - 3 Strategic Management** **(Senior Standing – Completion of Business Core) Major Courses** (**60** credit hours completed before you can start these courses) Grade of “C- is required for each course; however, a 2.0 cumulative g.p.a. is required to satisfy your major and graduation requirements.

\_\_\_ MKT 3010-3 Marketing Research (BUS 1950, MKT 3000, CIS 3300 is pre/co-req.)

\_\_\_ MKT 3310-3 Consumer Behavior (MKT 3000)

\_\_\_ MKT 3710-3 International Marketing (BUS 1950, MKT 3000)

\_\_\_ MKT 4560-3 Marketing Strategy (MKT 3010, MKT 3310)

**Marketing electives: select 12 upper division credit hours (4 classes) in consultation with faculty advisor.** (MKT 3000 is required for the majority of the following classes)

\_\_\_ MKT 3100-3 Retail Marketing \_\_\_ MKT 3500-3 Sport Marketing

\_\_\_ MKT 3110-3 Advertising Mgmt. \_\_\_ MKT 3610-3 Business-to-Business Marketing

\_\_\_ MKT 3120-3 Promotional Strategy \_\_\_ **MKT 3750-3 Multicultural Marketing**

\_\_\_ MKT 3160-3 Sales Management \_\_\_ MKT 3910-3 New Product Development

\_\_\_ MKT 3190-3 Social Marketing \_\_\_ MKT 3980-3 Marketing Internship

\_\_\_ MKT 3250-3 Personal Selling \_\_\_ MKT 4110-3 Brand Management

\_\_\_ MKT 3300-3 Marketing of Services \_\_\_ MKT 4250-3 Advanced Selling (MKT 3250 pre-req.)

\_\_\_ MKT 3350-3 Social Selling \_\_\_ MKT 4300-3 Social Media Marketing

\_\_\_ MKT 3410-3 Marketing Channels \_\_\_ MKT 4520-3 Seminar in Marketing Management

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**Sales Certificate – 18 Credit Hours (Optional use for unrestricted electives)
Required Course: MKT 3000, MKT 3160, MKT 3250, MKT 4250
Six Hours of Approved Electives: MKT 3100, MKT 3300, MKT 3350, MKT 3610, MKT 3750, MKT 3980, MKT 4520**