

First Year - 1 st Semester		First Year - 2 nd Semester	
ENG 1010 MTH 1310, MTH1311/12 COMM 1010 or 1100 BUS 1850 HIS _____	Freshman Composition: Composing Arguments (WC) Finite Math for Mgmt. & Social Science Presentational Speaking or Fundamentals of Oral Communication (OC) Introduction to Business Historical Studies (HI)	ENG 1020 MTH 1320 BUS 1950 _____ _____	Freshman Composition: Research and Argument Writing (WC) Calculus for Mgmt. & Social Science Business Communication Natural & Physical Science Elective (SI) Elective (CIS 1010 - if score < 75% on CIS 2010 Placement Assessment)
Second Year - 1 st Semester		Second Year - 2 nd Semester	
ECO 2010 ACC 2010 CIS 2010 _____ _____	Principles of Macroeconomics Principles of Accounting I Foundations of Information Systems Elective (lower level MKT elective suggested, consult with advisor) Arts & Humanities Elective (AH)	ECO 2020 ACC 2020 MGT 2210 _____ _____	Principles of Microeconomics Principles of Accounting II Legal Environment of Business I Natural & Physical Science Elective (SI) Arts & Humanities Elective (AH)
Third Year - 1 st Semester		Third Year - 2 nd Semester	
MGT 3000 MKT 3000 CIS 3300 FIN 3300 _____	Organizational Management Principles of Marketing Business Analytics I Managerial Finance Elective	MKT 3010 MKT 3310 BUS 3040 CIS 3320 MKT 3750	Market Research Consumer Behavior Global Corporate Social Responsibility & Sustainability Business Analytics II Marketing Elective (1) recommended to fulfill MC
Fourth Year - 1 st Semester		Fourth Year - 2 nd Semester	
MKT 3710 MKT _____ MKT 3980 _____ _____	International Marketing Marketing Elective (2) Marketing Elective (3) Internship recommended Elective Elective	MKT 4560 MGT 4950 MKT _____ _____ _____	Marketing Strategy Strategic Management Marketing Elective (4) Elective Elective

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 LinkedIn; 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.

Marketing, B.S.

Catalog 2021 - 2022

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/>, as course descriptions, requirements and prerequisites may change.*

Freshmen, sophomores, and new transfer students should work with the Professional 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. Degree 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 - 40 hrs. upper division required	120

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 Fundamentals of 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

- ___ ECO 2010 – 3 Principles of Macroeconomics (ENG, MTH)
- ___ ECO 2020 – 3 Principles of Microeconomics (ENG, MTH)

Global Diversity (must be satisfied with 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)

BUSINESS CORE (36 credits). A grade of C- or better is required for each course, however a 2.0 cumulative gpa is required to satisfy major and graduation required. Check with your major 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)

Senior Experience

- ___ MGT 4950 – 3

Senior Standing and Completion of Business Core

Strategic Management

Major Courses (60 credit hours completed before you can start these courses) Grade of “C- is required for each course; and a 2.0 cumulative gpa 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 most of the following classes)

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| ___ MKT 3100-3 Retail Marketing | ___ MKT 3610-3 Business-to-Business Marketing |
| ___ MKT 3110-3 Advertising Mgmt. | ___ MKT 3750-3 Multicultural Marketing (MC) |
| ___ MKT 3160-3 Sales Management | ___ MKT 3980-3 Internship in Marketing |
| ___ MKT 3200-3 Fund, Digital Marketing | ___ MKT 3981-3 Internship in Sales |
| ___ MKT 3250-3 Personal Selling | ___ MKT 4110-3 Brand Management |
| ___ MKT 3320-3 Inside Sales | ___ MKT 4200-3 Content Management |
| ___ MKT 3300-3 Marketing of Service | ___ MKT 4250-3 Advance Selling |
| ___ MKT 3330-3 Marketing & Sales Metrics | ___ MKT 4300-3 Social Media Marketing |
| ___ MKT 3350-3 Social Selling | ___ MKT 4520-3 Seminar in Marketing Mgt. |
| ___ MKT 3500-3 Sports Marketing | ___ MKT 4540-4 Digital Marketing Science |
| | ___ MKT 4560-3 Marketing Strategy |