

First Year - 1 <sup>st</sup> Semester		First Year - 2 <sup>nd</sup> Semester	
ENG 1010 MTH 1210, 1310 or MTH1311/12 COMM 1010 or 1100 BUS 1850 HIS _____	Freshman Composition: Composing Arguments (WC) Intro to Statistics or Finite Math for Mgmt. & Social Science  Presentational Speaking or Fundamentals of Oral Communication (OC) Introduction to Business Historical Studies (HI)	ENG 1020 BUS 1950 _____ _____ _____	Freshman Composition: Research and Argument Writing (WC) Business Communication Natural & Physical Science Elective (SI) Elective <b>(CIS 1010 - if score &lt; 75% on CIS 2010 Placement Assessment)</b> Arts & Humanities Elective (AH)
Second Year - 1 <sup>st</sup> Semester		Second Year - 2 <sup>nd</sup> Semester	
ECO 2010 ACC 1010 or 2010 CIS 2010 MKT 2250 _____	Principles of Macroeconomics Fundamentals of Accounting or Principles of Accounting I Foundations of Information Systems Introduction to Sales Unrestricted Elective	ECO 2020 MGT 2210 _____ _____ _____	Principles of Microeconomics Legal Environment of Business I Natural & Physical Science Elective (SI) Arts & Humanities Elective (AH) Unrestricted Elective
Third Year - 1 <sup>st</sup> Semester		Third Year - 2 <sup>nd</sup> Semester	
MGT 3000 MKT 3000 MKT 3250 FIN 3150 _____	Organizational Management Principles of Marketing Personal Selling Personal Financial Planning Unrestricted Elective	BUS 3040 MKT 3750 MKT 3350 _____ _____	Global Corporate Social Responsibility & Sustainability Multicultural Marketing Social Selling <b>(Offered in Spring Semesters Only)</b> Professional Selling Elective (1) Unrestricted Elective
Fourth Year - 1 <sup>st</sup> Semester		Fourth Year - 2 <sup>nd</sup> Semester	
MKT 3160 MKT 3320 _____ _____ _____	Sales Leadership <b>(Offered in Fall semesters Only)</b> Inside Sales <b>(Offered in Fall semesters Only)</b> Professional Selling Elective (2) Professional Selling Elective (3) Unrestricted Elective	MKT 4250 MKT 3330 _____ _____ _____	Advanced Selling <b>(Offered in Spring Semesters Only)</b> Marketing and Sales Metrics <b>(Offered in Spring Semesters Only)</b> Professional Selling Elective (4) Unrestricted Elective Unrestricted 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.

#### Ethnic Studies & Social Justice Requirement:

The University's ethnic studies & social justice requirement is satisfied by taking an approved course in the *University Catalog: Ethnic Studies & Social Justice Requirement*. The Marketing department recommends MKT 3750 Multicultural Marketing to meet the ESSJ requirement and it is a required course in this major.

#### 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*. Make sure one of your general studies courses also serves as a Global Diversity requirement.

#### 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.

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 & Required Prerequisites

Written Communication (WC)

- Written Communication I - 3 (typically ENG 1010)
- Written Communication II -3 (typically ENG 1020)

Oral Communication (OC)

- Recommended - COMM 1010 – 3 Presentational Speaking **or**
- Recommended - COMM 1100 – 3 Fundamentals of Oral Communication

Quantitative Literacy (QL)

- Recommended - MTH 1210 – 4 Introduction to Statistics **or** MTH 1310 – 4 Finite Math for Mgmt. & Social Sciences **or** 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

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

Social and Behavioral Sciences

- Recommended - ECO 2010 – 3 Principles of Macroeconomics
- Recommended - ECO 2020 – 3 Principles of Microeconomics

Global Diversity (must be satisfied with an approved General Studies)

- 0-3

Ethnic Studies & Social Justice (may be satisfied in the major, minor or as an elective)

- Recommended MKT 3750 – 3 Multicultural Marketing

Required Prerequisites

- COMM 1010 – 3 Presentational Speaking **or**
- COMM 1100 – 3 Fundamentals of Oral Communication
- ECO 2010 – 3 Principles of Macroeconomics
- ECO 2020 – 3 Principles of Microeconomics
- MTH 1210 – 4 Introduction to Statistics **or**
- MTH 1310 – 4 Finite Mathematics for Management and Social Sciences

\*MTH 1110 or MTH 1400 is acceptable for transfer students or students changing their major. Consult with the Department of Mathematics and Statistics on substitutions.

General Studies & Required Prerequisites	33
ESSJ Requirement	0-3
Prerequisite Courses	13
Major Requirements	48
Senior Experience	3
Major Electives	12
Unrestricted Electives	8-23
Total to graduate - 40 hrs. upper division required	120

Major Requirements

A 2.0 cumulative GPA is required to satisfy major and graduation requirements.

- ACC 1010 – 3 or ACC 2010 – 3 Fundamentals of Accounting (ENG 1010and QL requirement) or Principles of Accounting 1 (ENG 1020 and QL requirement)
- 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)
- BUS 3040 – 3 Global Corporate Responsibility & Sustainability (60 Credit Hours)
- CIS 2010 – 3 Foundations of Information Systems (CIS 1010 or 75% on CIS 2010 test, QL co-req.)
- FIN 3150 – 3 Personal Financial Planning (60 credit hours)
- MGT 2210 – 3 Legal Environment of Business I (QL co-req.)
- MGT 3000 – 3 Organizational Management (60 Credit hours)
- MKT 2250 – 3 Introduction to Sales (see advisor if completed MKT 3250 first)
- MKT 3000 – 3 Principles of Marketing (60 Credit hours)
- MKT 3160 – 3 Sales Leadership (MKT 3000, 60 credit hours)
- MKT 3250 – 3 Personal Selling (60 credit hours)
- MKT 3320 – 3 Inside Sales (60 credit hours)
- MKT 3330 – 3 Marketing & Sales Metrics (MKT 3000, 60 credit hours)
- MKT 3350 – 3 Social Selling (60 credit hours)
- MKT 3750 – 3 Multicultural Marketing (60 credit hours)

Senior Experience

- MKT 4520 – 3 Advanced Selling (MKT 3250, senior standing)

Major Electives: Select 12 credit hours (4 classes) in consultation with faculty advisor. All 12 credits can be upper-division MKT prefix courses and/or courses from the approved list below.

- MKT 3000-4999 – 3 Upper Division Marketing Course
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- MKT 3981 – 3-6 Internship in Sales (MKT 3000, 60 credit hours, 2.5 GPA, Permission of Instructor)
- MGT 3530 – 3 Human Resources Management (MGT 3000)
- MGT 4050 – 3 Purchasing and Supply Chain management (MGT 3000)
- MGT 4620 – 3 Performance Management and Reward Systems (MGT 3530)
- MGT 4640 – 3 Employee Training and Development (MGT 3530)
- COMM 3010 – 3 Business and Professional Speaking (COMM 1010)
- MKT 1260 – 3 Customer Service (does not count towards upper division credit requirement)

Unrestricted Electives (8 to 23 credits)

Students can apply elective credits to a minor or certificate to specialize in a specific area of sales. A minor is not required. Select a minor/certificate in consultation with an advisor