

# MAJOR IN BUSINESS ADMINISTRATION, MARKETING CONCENTRATION



This program will provide its students with a comprehensive knowledge of marketing along with the skills necessary for effective decision making in a business environment that is diverse, global, and highly competitive. As defined by the American Marketing Association, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Organizations engage in marketing activities, such as conducting market research, developing new products, establishing pricing approaches, designing marketing communications, and building customer relationships. Marketing is people-oriented and ever changing. A person's analytical and creative abilities are brought to bear on developing solutions to various marketing problems while operating within a continuously evolving marketplace. In addition to the All-University Core Curriculum (<http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/>), course work for a major in business administration/marketing includes calculus, economics, statistics, and business foundation classes along with courses that specifically examine marketing issues and practices.

## Learning Objectives

Students will demonstrate the ability to:

1. Identify a marketing problem and key influences on that problem, to use appropriate qualitative and quantitative analysis and market research techniques to evaluate the marketing problem, and to evaluate alternative solutions;
2. Make a final recommendation that thoroughly addresses the problem/opportunity based on: making reasonable assumptions; considering appropriate customer, competitor, and company constraints; clearly addressing the marketing issues; and demonstrating an understanding of the interrelationships of marketing concepts;
3. Use marketing terminology correctly;
4. Develop persuasive and convincing arguments that support recommendations; and
5. Design a marketing plan.

## Accelerated Program

The Marketing concentration includes an accelerated program option (<https://provost.colostate.edu/accelerated-programs/>) for students to graduate on a faster schedule. Accelerated Programs typically include 15-16 credits each fall and spring semester for three years, plus 6-9 credits over two to three summer sessions (<https://summer.colostate.edu/acceleratedprograms/>). Students who enter CSU with prior credit (AP, IB, transfer, etc.) may use applicable courses to further accelerate their graduation. Visit the Office of the Provost website for additional information about Accelerated Programs (<https://provost.colostate.edu/accelerated-programs/>).

## Potential Occupations

Between one-fourth and one-third of the civilian labor force is employed in marketing-related positions. Examples of possible careers include, but are not limited to:

marketing strategy planning, brand management, product development, market research, digital marketing, pricing management, sales management, advertising, and promotion management.

## Requirements

The College of Business requires a minimum grade point average of 2.000 in business and economics courses as a graduation requirement.

## Effective Fall 2024

### Freshman

|  |   | AUCC | Credits |
|--|---|------|---------|
| BUS 100 or 105                                     | Introduction to Business<br>Exploration of Business |      | 1       |
| Select one course from the following: <sup>1</sup> |   |      | 1-3     |
| BUS 201  | Foundations of Sustainable Enterprise               |      |         |
| BUS 225  | Fostering Sustainable Organizations (GT-AH3)        | 3B   |         |
| CIS 200  | Business Information Systems                        |      | 3       |
| CO 150   | College Composition (GT-CO2)                        | 1A   | 3       |
| ECON 202   | Principles of Microeconomics (GT-SS1)               | 3C   | 3       |
| Complete 3 credits from the following:             |   |      | 3       |
| MATH 117   | College Algebra in Context I (GT-MA1)               | 1B   |         |

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|  |  |       |           |
|--|--|-------|-----------|
| MATH 118   | College Algebra in Context II (GT-MA1)         | 1B    |           |
| MATH 120   | College Algebra (GT-MA1)                       | 1B    |           |
| MATH 124   | Logarithmic and Exponential Functions (GT-MA1) | 1B    |           |
| MATH 125   | Numerical Trigonometry (GT-MA1)                | 1B    |           |
| MATH 126   | Analytic Trigonometry (GT-MA1)                 | 1B    |           |
| MATH 127   | Precalculus (GT-MA1)                           | 1B    |           |
| MATH 141 (or higher level calculus course)   | Calculus in Management Sciences (GT-MA1)       | 1B    |           |
| Biological and Physical Sciences ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences</a> ) |  | 3A    | 4         |
| Diversity, Equity, and Inclusion ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion</a> )     |  | 1C    | 3         |
| Electives  |  |       | 7-9       |
| <b>Total Credits</b>   |  |       | <b>30</b> |
| <b>Sophomore</b>   |  |       |           |
| ACT 210  | Introduction to Financial Accounting           |       | 3         |
| ACT 220  | Introduction to Managerial Accounting          |       | 3         |
| BUS 220  | Ethics in Contemporary Organizations (GT-AH3)  | 3B    | 3         |
| BUS 260  | Social-Ethical-Regulatory Issues in Business   |       | 3         |
| ECON 204   | Principles of Macroeconomics (GT-SS1)          | 3C    | 3         |
| STAT 204   | Statistics With Business Applications (GT-MA1) | 1B    | 3         |
| Biological and Physical Sciences ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences</a> ) |  | 3A    | 3         |
| Historical Perspectives ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives</a> )                    |  | 3D    | 3         |
| Electives  |  |       | 6         |
| <b>Total Credits</b>   |  |       | <b>30</b> |
| <b>Junior</b>  |  |       |           |
| All freshman and sophomore required courses must be completed prior to or concurrent with first enrollment in required junior and senior courses.  |  |       |           |
| BUS 300  | Business Writing and Communication (GT-CO3)    | 2     | 3         |
| CIS 370  | Business Analytics                             |       | 3         |
| FIN 300 <sup>2</sup>   | Principles of Finance                          | 4A,4B | 3         |
| MGT 301  | Supply Chain Management                        |       | 3         |
| MKT 300 <sup>2</sup>   | Marketing                                      | 4B    | 3         |
| Select two courses from the following:   |  |       | 6         |
| BUS 361  | Principles of Music Marketing                  |       |           |
| MKT 315  | Marketing Communication Design                 |       |           |
| MKT 320  | Integrated Marketing Communications            |       |           |
| MKT 330  | Business Customer Relationships                |       |           |
| MKT 360/DM 360   | Retailing                                      |       |           |
| MKT 362  | Professional Selling                           |       |           |
| MKT 363  | Sales Management                               |       |           |
| MKT 364  | Product Design                                 |       |           |
| MKT 365  | International Marketing                        |       |           |
| MKT 366  | Services Marketing                             |       |           |
| MKT 367  | Sports Marketing                               |       |           |
| MKT 370  | Digital Marketing                              |       |           |
| MKT 420  | Marketing and Societal Well-Being              |       |           |
| MKT 440  | Pricing and Financial Analysis in Marketing    |       |           |
| MKT 450  | Marketing Analytics                            |       |           |

|   |  |       |            |
|---|--|-------|------------|
| MKT 487   | Internship                                   |       |            |
| MKT 492   | Seminar                                      |       |            |
| MKT 361   | Buyer Behavior                               |       | 3          |
| Electives   |  |       | 6          |
| <b>Total Credits</b>  |  |       | <b>30</b>  |
| <b>Senior</b>   |  |       |            |
| BUS 479   | Strategic Management                         | 4A,4C | 3          |
| MGT 320   | Contemporary Management Principles/Practices |       | 3          |
| Select two courses from the following not taken in the junior year:   |  |       | 6          |
| BUS 361   | Principles of Music Marketing                |       |            |
| MKT 315   | Marketing Communication Design               |       |            |
| MKT 320   | Integrated Marketing Communications          |       |            |
| MKT 330   | Business Customer Relationships              |       |            |
| MKT 360/DM 360  | Retailing                                    |       |            |
| MKT 362   | Professional Selling                         |       |            |
| MKT 363   | Sales Management                             |       |            |
| MKT 364   | Product Design                               |       |            |
| MKT 365   | International Marketing                      |       |            |
| MKT 366   | Services Marketing                           |       |            |
| MKT 367   | Sports Marketing                             |       |            |
| MKT 370   | Digital Marketing                            |       |            |
| MKT 420   | Marketing and Societal Well-Being            |       |            |
| MKT 440   | Pricing and Financial Analysis in Marketing  |       |            |
| MKT 450   | Marketing Analytics                          |       |            |
| MKT 487   | Internship                                   |       |            |
| MKT 492   | Seminar                                      |       |            |
| MKT 410   | Marketing Research                           |       | 3          |
| MKT 479   | Marketing Strategy and Management            |       | 3          |
| Arts and Humanities ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities</a> ) |  |       | 3B         |
| Electives <sup>3</sup>  |  |       | 9          |
| <b>Total Credits</b>  |  |       | <b>30</b>  |
| <b>Program Total Credits:</b>   |  |       | <b>120</b> |

<sup>1</sup> BUS 220 and BUS 225 will fulfill the AUCC 3B requirement. If BUS 201 is selected, 3 additional credits in AUCC 3B must be completed before graduation.

<sup>2</sup> Students who have taken FIN 305 and/or MKT 305 prior to admission to the College of Business may substitute those courses to satisfy the category 4A and 4B requirements. All other students are required to take FIN 300 and MKT 300 to satisfy categories 4A and 4B.

<sup>3</sup> Select enough elective credits to bring the program total to a minimum of 120 credits, of which at least 42 must be upper-division (300- to 400-level). A minimum of 6 elective credits must be upper-division.

Students are not to utilize the satisfactory/unsatisfactory (S/U) grading option for any Business concentration course or any Business core course (Business and non-Business subject codes) except when a course only allows S/U grading.

## Major Completion Map

### Distinctive Requirements for Degree Program:

**To Declare this Major:** Direct entry as a new freshman or transfer to the College of Business is highly selective and only those students meeting academic requirements will be accepted. For details contact the Office of Admissions.

CSU and the College of Business use holistic review when determining eligibility for admission to the College of Business as a new freshman. An example of a strong candidate for admission to the College of Business is one who is actively involved in their high school and community, has at least a 3.200 GPA with a 1200 or higher on the SAT or a 27 or higher on the ACT. For current admission criteria, contact the CSU Office of Admissions. New freshmen admitted to CSU but not directly to the College of Business will be admitted as "Undeclared Business Interest" and must meet the requirements below. To be eligible for admission to the College, CSU students (including Undeclared Business Interest) must have a 3.000 cumulative GPA on a minimum of 15 graded credits at Colorado State and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course.

External transfer students who have completed a minimum of 15 graded credits with a 3.000 cumulative GPA and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course. External transfer students who do not meet the above criteria will be admitted to Undeclared and must complete the requirements stated above.

**To Prepare for First Semester.** The Curriculum for the Business Administration-Marketing concentration assumes students will be able to successfully complete the College of Business Math requirement within the first year.

The College of Business requires a minimum grade point average of 2.000 in business and economics courses as a graduation requirement.

**Freshman**

| <b>Semester 1</b>  | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|--|-----------------|--------------------|-------------|----------------|
| BUS 100 or 105 Introduction to Business Exploration of Business  |                 | X                  |             | 1              |
| CO 150 College Composition (GT-CO2)  |                 | X                  | 1A          | 3              |
| Biological and Physical Sciences ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences</a> ) |                 |                    | 3A          | 4              |
| Diversity, Equity, and Inclusion ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion</a> )     | X               |                    | 1C          | 3              |
| Elective   |                 |                    |             | 3              |

**Total Credits****14**

| <b>Semester 2</b>   | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|---|-----------------|--------------------|-------------|----------------|
| Select one course from the following:   |                 |                    |             | 1-3            |
| BUS 201 Foundations of Sustainable Enterprise                                       |                 |                    |             |                |
| BUS 225 Fostering Sustainable Organizations (GT-AH3)                                |                 |                    | 3B          |                |
| CIS 200 Business Information Systems  | X               |                    |             | 3              |
| ECON 202 Principles of Microeconomics (GT-SS1)                                      | X               |                    | 3C          | 3              |
| Complete 3 credits from the following:  |                 |                    |             | 3              |
| MATH 117 College Algebra in Context I (GT-MA1)                                      |                 |                    | 1B          |                |
| MATH 118 College Algebra in Context II (GT-MA1)                                     |                 |                    | 1B          |                |
| MATH 120 College Algebra (GT-MA1)   |                 |                    | 1B          |                |
| MATH 124 Logarithmic and Exponential Functions (GT-MA1)                             |                 |                    | 1B          |                |
| MATH 125 Numerical Trigonometry (GT-MA1)  |                 |                    | 1B          |                |
| MATH 126 Analytic Trigonometry (GT-MA1)   |                 |                    | 1B          |                |
| MATH 127 Precalculus (GT-MA1)   |                 |                    | 1B          |                |
| MATH 141 Calculus in Management Sciences (GT-MA1) (or higher level calculus course) | X               |                    | 1B          |                |
| Electives   |                 |                    |             | 4-6            |
| BUS 100 or BUS 105 and CO 150 must be completed by the end of Semester 2.           | X               |                    |             |                |

**Total Credits****16****Sophomore**

| <b>Semester 3</b>  | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|--|-----------------|--------------------|-------------|----------------|
| ACT 210 Introduction to Financial Accounting   | X               |                    |             | 3              |
| BUS 220 Ethics in Contemporary Organizations (GT-AH3)  |                 |                    | 3B          | 3              |
| ECON 204 Principles of Macroeconomics (GT-SS1)   | X               |                    | 3C          | 3              |
| Biological and Physical Sciences ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences</a> ) |                 |                    | 3A          | 3              |
| Elective   |                 |                    |             | 3              |

**Total Credits****15**

| <b>Semester 4</b>                                    | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|--|-----------------|--------------------|-------------|----------------|
| ACT 220 Introduction to Managerial Accounting        | X               |                    |             | 3              |
| BUS 260 Social-Ethical-Regulatory Issues in Business |                 |                    |             | 3              |

|          |   |  |    |   |
|----------|---|--|----|---|
| STAT 204 | Statistics With Business Applications (GT-MA1)  |  | 1B | 3 |
|          | Historical Perspectives ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives</a> ) |  | 3D | 3 |
|          | Elective  |  |    | 3 |

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**Total Credits** **15**

**Junior**

| <b>Semester 5</b> |   | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|-------------------|---|-----------------|--------------------|-------------|----------------|
| BUS 300           | Business Writing and Communication (GT-CO3) | X               |                    | 2           | 3              |
| CIS 370           | Business Analytics                          |                 |                    |             | 3              |
| FIN 300           | Principles of Finance                       |                 | X                  | 4A,4B       | 3              |
| MKT 300           | Marketing                                   | X               |                    | 4B          | 3              |
|                   | Electives                                   |                 |                    |             | 3              |

STAT 204 must be completed by the end of Semester 5.

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**Total Credits** **15**

| <b>Semester 6</b> |   | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|-------------------|---|-----------------|--------------------|-------------|----------------|
| MGT 301           | Supply Chain Management   | X               |                    |             | 3              |
| MKT 361           | Buyer Behavior  |                 |                    |             | 3              |
|                   | Upper-Division MKT electives (except for MKT 305, MKT 495, MKT 496, and MKT 498) (See List on Concentration Requirements Tab) |                 |                    |             | 6              |
|                   | Elective  |                 |                    |             | 3              |

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**Total Credits** **15**

**Senior**

| <b>Semester 7</b> |   | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|-------------------|---|-----------------|--------------------|-------------|----------------|
| MGT 320           | Contemporary Management Principles/Practices  | X               |                    |             | 3              |
|                   | Arts and Humanities ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities</a> ) |                 |                    | 3B          | 3              |
|                   | Upper-Division MKT elective (except for MKT 305, MKT 495, MKT 496, and MKT 498) (See List on Concentration Requirements Tab)  |                 |                    |             | 3              |
|                   | Electives   |                 |                    |             | 6              |
|                   | FIN 300 and MKT 410 must be completed by the end of Semester 7.   | X               |                    |             |                |

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**Total Credits** **15**

| <b>Semester 8</b> |  | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|-------------------|--|-----------------|--------------------|-------------|----------------|
| BUS 479           | Strategic Management   | X               |                    | 4A,4C       | 3              |
| MKT 410           | Marketing Research   | X               |                    |             | 3              |
| MKT 479           | Marketing Strategy and Management  | X               |                    |             | 3              |
|                   | Upper-Division MKT elective (except for MKT 305, MKT 495, MKT 496, and MKT 498) (See List on Concentration Requirements Tab) | X               |                    |             | 3              |
|                   | Elective   | X               |                    |             | 3              |
|                   | The benchmark courses for the 8th semester are the remaining courses in the entire program of study.                         | X               |                    |             |                |

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**Total Credits** **15**

**Program Total Credits:** **120**

## Second Concentration with International Business

A second concentration in International Business may be taken in conjunction with the Marketing concentration. Upon graduation, both concentrations will be noted on a student's official transcript.

## Effective Fall 2024

The College of Business requires a minimum grade point average of 2.000 in business and economics courses as a graduation requirement.

**Freshman**

|  |   | <b>AUCC</b> | <b>Credits</b> |
|--|---|-------------|----------------|
| BUS 100 or 105   | Introduction to Business<br>Exploration of Business |             | 1              |
| Select one course from the following: <sup>1</sup>   |   |             | 1-3            |
| BUS 201  | Foundations of Sustainable Enterprise               |             |                |
| BUS 225  | Fostering Sustainable Organizations (GT-AH3)        | 3B          |                |
| CIS 200  | Business Information Systems                        |             | 3              |
| CO 150   | College Composition (GT-CO2)                        | 1A          | 3              |
| ECON 202   | Principles of Microeconomics (GT-SS1)               | 3C          | 3              |
| Complete 3 credits from the following:   |   |             | 3              |
| MATH 117   | College Algebra in Context I (GT-MA1)               | 1B          |                |
| MATH 118   | College Algebra in Context II (GT-MA1)              | 1B          |                |
| MATH 120   | College Algebra (GT-MA1)                            | 1B          |                |
| MATH 124   | Logarithmic and Exponential Functions (GT-MA1)      | 1B          |                |
| MATH 125   | Numerical Trigonometry (GT-MA1)                     | 1B          |                |
| MATH 126   | Analytic Trigonometry (GT-MA1)                      | 1B          |                |
| MATH 127   | Precalculus (GT-MA1)                                | 1B          |                |
| MATH 141 (or higher level calculus course)   | Calculus in Management Sciences (GT-MA1)            | 1B          |                |
| Biological and Physical Sciences ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences</a> ) |   | 3A          | 4              |
| Diversity, Equity, and Inclusion ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion</a> )     |   | 1C          | 3              |
| Historical Perspectives ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives</a> )                    |   | 3D          | 3              |
| Electives  |   |             | 4-6            |
| <b>Total Credits</b>   |   |             | <b>30</b>      |

**Sophomore**

|  |   |    |           |
|--|---|----|-----------|
| ACT 210  | Introduction to Financial Accounting          |    | 3         |
| ACT 220  | Introduction to Managerial Accounting         |    | 3         |
| BUS 220  | Ethics in Contemporary Organizations (GT-AH3) | 3B | 3         |
| BUS 260  | Social-Ethical-Regulatory Issues in Business  |    | 3         |
| BUS 300  | Business Writing and Communication (GT-CO3)   | 2  | 3         |
| ECON 204   | Principles of Macroeconomics (GT-SS1)         | 3C | 3         |
| Arts and Humanities ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities</a> )  |   | 3B | 3         |
| Biological and Physical Sciences ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences</a> ) |   | 3A | 3         |
| International Business Group 2 - Global Focus  |   |    | 3         |
| Electives  |   |    | 3         |
| <b>Total Credits</b>   |   |    | <b>30</b> |

**Junior**

|                                      |  |       |   |
|--------------------------------------|--|-------|---|
| FIN 300                              | Principles of Finance                          | 4A,4B | 3 |
| MGT 320                              | Contemporary Management Principles/Practices   |       | 3 |
| MGT 435                              | Global Ethical Leadership Stakeholder Mgmt     |       | 3 |
| MKT 300                              | Marketing                                      | 4B    | 3 |
| MKT 361                              | Buyer Behavior                                 |       | 3 |
| STAT 204                             | Statistics With Business Applications (GT-MA1) | 1B    | 3 |
| Select 6 credits from the following: |  |       | 6 |

|  |   |       |            |
|--|---|-------|------------|
| BUS 361  | Principles of Music Marketing               |       |            |
| MKT 315  | Marketing Communication Design              |       |            |
| MKT 320  | Integrated Marketing Communications         |       |            |
| MKT 330  | Business Customer Relationships             |       |            |
| MKT 360/DM 360   | Retailing                                   |       |            |
| MKT 362  | Professional Selling                        |       |            |
| MKT 363  | Sales Management                            |       |            |
| MKT 364  | Product Design                              |       |            |
| MKT 366  | Services Marketing                          |       |            |
| MKT 367  | Sports Marketing                            |       |            |
| MKT 370  | Digital Marketing                           |       |            |
| MKT 420  | Marketing and Societal Well-Being           |       |            |
| MKT 440  | Pricing and Financial Analysis in Marketing |       |            |
| MKT 450  | Marketing Analytics                         |       |            |
| MKT 487  | Internship                                  |       |            |
| MKT 492  | Seminar                                     |       |            |
| International Business Group 2 - Global Focus                      |   |       | 3          |
| International Business Group 3 - Experiential Learning Requirement |   |       | 3          |
| <b>Total Credits</b>   |   |       | <b>30</b>  |
| <b>Senior</b>  |   |       |            |
| BUS 479  | Strategic Management                        | 4A,4C | 3          |
| CIS 370  | Business Analytics                          |       | 3          |
| FIN 475  | International Business Finance              |       | 3          |
| MGT 301  | Supply Chain Management                     |       | 3          |
| MGT 475  | International Business Management           |       | 3          |
| MKT 365  | International Marketing                     |       | 3          |
| MKT 410  | Marketing Research                          |       | 3          |
| MKT 479  | Marketing Strategy and Management           |       | 3          |
| Select 3 credits from the following (not previously taken):        |   |       | 3          |
| BUS 361  | Principles of Music Marketing               |       |            |
| MKT 315  | Marketing Communication Design              |       |            |
| MKT 320  | Integrated Marketing Communications         |       |            |
| MKT 330  | Business Customer Relationships             |       |            |
| MKT 360/DM 360   | Retailing                                   |       |            |
| MKT 362  | Professional Selling                        |       |            |
| MKT 363  | Sales Management                            |       |            |
| MKT 364  | Product Design                              |       |            |
| MKT 366  | Services Marketing                          |       |            |
| MKT 367  | Sports Marketing                            |       |            |
| MKT 370  | Digital Marketing                           |       |            |
| MKT 420  | Marketing and Societal Well-Being           |       |            |
| MKT 440  | Pricing and Financial Analysis in Marketing |       |            |
| MKT 450  | Marketing Analytics                         |       |            |
| MKT 487  | Internship                                  |       |            |
| MKT 492  | Seminar                                     |       |            |
| International Business Group 3 - Experiential Learning Requirement |   |       | 3          |
| <b>Total Credits</b>   |   |       | <b>30</b>  |
| <b>Program Total Credits:</b>                                      |   |       | <b>120</b> |



## Interdisciplinary: International Business Group 2 – Global Focus (6 credits)

| Code                                 | Title   | Credits |
|--------------------------------------|---|---------|
| Select 6 credits from the following: |   | 6       |
| AM 430                               | International Retailing                       | 3       |
| ANTH 200                             | Cultures and the Global System (GT-SS3)       | 3       |
| ECON 317                             | Population Economics                          | 3       |
| ECON 332/POLS 332                    | International Political Economy               | 3       |
| ECON 440                             | Economics of International Trade and Policy   | 3       |
| ECON 442                             | Economics of International Finance and Policy | 3       |
| ECON 460                             | Economic Development                          | 3       |
| GR 320                               | Cultural Geography                            | 3       |
| HIST 470                             | World Environmental History, 1500-Present     | 3       |
| IE 450/SOWK 450                      | International Social Welfare and Development  | 3       |
| IE 470                               | Women and Development                         | 3       |
| IE 471                               | Children and Youth in Global Context          | 3       |
| IE 472                               | Education for Global Peace                    | 3       |
| IE 478                               | Managing International Development Programs   | 3       |
| JTC 412                              | International Mass Communication              | 3       |
| NRRT 320                             | International Issues-Recreation and Tourism   | 3       |
| POLS 232                             | International Relations (GT-SS1)              | 3       |
| POLS 362                             | Global Environmental Politics                 | 3       |
| POLS 431                             | International Law                             | 3       |
| POLS 433                             | International Organization                    | 3       |
| POLS 437                             | International Security                        | 3       |
| POLS 442                             | Environmental Politics in Developing World    | 3       |
| POLS 462                             | Globalization, Sustainability, and Justice    | 3       |
| SOC 364                              | Food, Agriculture and Global Society          | 3       |
| SPCM 434                             | Intercultural Communication                   | 3       |

## Immersion: International Business Group 3 – Experiential Learning Requirement (6 credits)

| Code                                    | Title                        | Credits |
|---|------------------------------|---------|
| Select at least one from the following: |                              | 6       |
|   | Education Abroad experience  |         |
|   | Internship with global focus |         |
|   | L*** language course         |         |

### Freshman

#### Semester 1

|  |   |  |  |  |
|--|---|--|--|--|
| BUS 100 or 105   | Introduction to Business<br>Exploration of Business |  |  |  |
| CO 150   | College Composition (GT-CO2)                        |  |  |  |
| Biological and Physical Sciences ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences</a> ) |   |  |  |  |
| Diversity, Equity, and Inclusion ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion</a> )     |   |  |  |  |

Students are not to utilize the satisfactory/unsatisfactory (S/U) grading option for any Business concentration course or any Business core course (Business and non-Business subject codes) except when a course only allows S/U grading

<sup>1</sup> **BUS 220** and **BUS 225** will fulfill the AUCC 3B requirement. If BUS 201 is selected, 3 additional credits in AUCC 3B must be completed before graduation.

## Second Concentration Major Completion Map

### Distinctive Requirements for Degree Program:

**To Declare this Major:** Direct entry as a new freshman or transfer to the College of Business is highly selective and only those students meeting academic requirements will be accepted. For details contact the Office of Admissions.

CSU and the College of Business use holistic review when determining eligibility for admission to the College of Business as a new freshman. An example of a strong candidate for admission to the College of Business is one who is actively involved in their high school and community, has at least a 3.200 GPA with a 1200 or higher on the SAT or a 27 or higher on the ACT. For current admission criteria, contact the CSU Office of Admissions. New freshmen admitted to CSU but not directly to the College of Business will be admitted as “Undeclared Business Interest” and must meet the requirements below. To be eligible for admission to the College, CSU students (including Undeclared Business Interest) must have a 3.000 cumulative GPA on a minimum of 15 graded credits at Colorado State and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course.

External transfer students who have completed a minimum of 15 graded credits with a 3.000 cumulative GPA and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course. External transfer students who do not meet the above criteria will be admitted to Undeclared and must complete the requirements stated above.

**To Prepare for First Semester:** The Curriculum for the Business Administration-Marketing concentration assumes students will be able to successfully complete the College of Business Math requirement within the first year.

The College of Business requires a minimum grade point average of 2.000 in business and economics courses as a graduation requirement.

| Critical | Recommended | AUCC | Credits |
|----------|-------------|------|---------|
|          | X           |      | 1       |
|          | X           | 1A   | 3       |
|          | X           | 3A   | 4       |
|          | X           | 1C   | 3       |



|   |  |  |    |   |
|---|--|--|----|---|
| Historical Perspectives ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives</a> ) |  |  | 3D | 3 |
| Electives   |  |  |    | 1 |

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|                      |  |  |  |           |
|----------------------|--|--|--|-----------|
| <b>Total Credits</b> |  |  |  | <b>15</b> |
|----------------------|--|--|--|-----------|

|                   |                 |                    |             |                |
|-------------------|-----------------|--------------------|-------------|----------------|
| <b>Semester 2</b> | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|-------------------|-----------------|--------------------|-------------|----------------|

|                                       |  |  |  |     |
|---------------------------------------|--|--|--|-----|
| Select one course from the following: |  |  |  | 1-3 |
|---------------------------------------|--|--|--|-----|

|  |  |   |    |   |
|--|--|---|----|---|
| BUS 201                                | Foundations of Sustainable Enterprise        |   |    |   |
| BUS 225                                | Fostering Sustainable Organizations (GT-AH3) |   | 3B |   |
| CIS 200                                | Business Information Systems                 | X |    | 3 |
| ECON 202                               | Principles of Microeconomics (GT-SS1)        | X | 3C | 3 |
| Complete 3 credits from the following: |  |   |    | 3 |

|                                   |  |   |    |  |
|-----------------------------------|--|---|----|--|
| MATH 117                          | College Algebra in Context I (GT-MA1)          |   | 1B |  |
| MATH 118                          | College Algebra in Context II (GT-MA1)         |   | 1B |  |
| MATH 120                          | College Algebra (GT-MA1)                       |   | 1B |  |
| MATH 124                          | Logarithmic and Exponential Functions (GT-MA1) |   | 1B |  |
| MATH 125                          | Numerical Trigonometry (GT-MA1)                |   | 1B |  |
| MATH 126                          | Analytic Trigonometry (GT-MA1)                 |   | 1B |  |
| MATH 127                          | Precalculus (GT-MA1)                           |   | 1B |  |
| MATH 141                          | Calculus in Management Sciences (GT-MA1)       | X | 1B |  |
| (or higher level calculus course) |  |   |    |  |

|           |  |   |  |     |
|-----------|--|---|--|-----|
| Electives |  | X |  | 3-5 |
|-----------|--|---|--|-----|

|   |   |  |  |  |
|---|---|--|--|--|
| BUS 100 or BUS 105 and CO 150 must be completed by the end of Semester 2. | X |  |  |  |
|---|---|--|--|--|

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|                      |  |  |  |           |
|----------------------|--|--|--|-----------|
| <b>Total Credits</b> |  |  |  | <b>15</b> |
|----------------------|--|--|--|-----------|

**Sophomore**

|                   |                 |                    |             |                |
|-------------------|-----------------|--------------------|-------------|----------------|
| <b>Semester 3</b> | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|-------------------|-----------------|--------------------|-------------|----------------|

|  |   |   |    |   |
|--|---|---|----|---|
| ACT 210  | Introduction to Financial Accounting          | X |    | 3 |
| BUS 220  | Ethics in Contemporary Organizations (GT-AH3) |   | 3B | 3 |
| ECON 204   | Principles of Macroeconomics (GT-SS1)         | X | 3C | 3 |
| Biological and Physical Sciences ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences</a> ) |   |   | 3A | 3 |
| Electives  |   |   |    | 3 |

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|                      |  |  |  |           |
|----------------------|--|--|--|-----------|
| <b>Total Credits</b> |  |  |  | <b>15</b> |
|----------------------|--|--|--|-----------|

|                   |                 |                    |             |                |
|-------------------|-----------------|--------------------|-------------|----------------|
| <b>Semester 4</b> | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|-------------------|-----------------|--------------------|-------------|----------------|

|   |  |   |    |   |
|---|--|---|----|---|
| ACT 220   | Introduction to Managerial Accounting        | X |    | 3 |
| BUS 260   | Social-Ethical-Regulatory Issues in Business | X |    | 3 |
| BUS 300   | Business Writing and Communication (GT-CO3)  | X | 2  | 3 |
| International Business Group 2 - Global Focus   |  | X |    | 3 |
| Arts and Humanities ( <a href="http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities">http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities</a> ) |  | X | 3B | 3 |

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|                      |  |  |  |           |
|----------------------|--|--|--|-----------|
| <b>Total Credits</b> |  |  |  | <b>15</b> |
|----------------------|--|--|--|-----------|

**Junior**

|                   |                 |                    |             |                |
|-------------------|-----------------|--------------------|-------------|----------------|
| <b>Semester 5</b> | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|-------------------|-----------------|--------------------|-------------|----------------|

|   |  |   |    |   |
|---|--|---|----|---|
| MGT 320                                       | Contemporary Management Principles/Practices   | X |    | 3 |
| MGT 435                                       | Global Ethical Leadership Stakeholder Mgmt     | X |    | 3 |
| MKT 300                                       | Marketing                                      | X | 4B | 3 |
| STAT 204                                      | Statistics With Business Applications (GT-MA1) | X | 1B | 3 |
| International Business Group 2 - Global Focus |  | X |    | 3 |

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|                      |  |  |  |           |
|----------------------|--|--|--|-----------|
| <b>Total Credits</b> |  |  |  | <b>15</b> |
|----------------------|--|--|--|-----------|

|                   |                 |                    |             |                |
|-------------------|-----------------|--------------------|-------------|----------------|
| <b>Semester 6</b> | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
|-------------------|-----------------|--------------------|-------------|----------------|

|         |                       |   |       |   |
|---------|-----------------------|---|-------|---|
| FIN 300 | Principles of Finance | X | 4A,4B | 3 |
|---------|-----------------------|---|-------|---|

|  |                                   |                 |                    |             |                |
|--|-----------------------------------|-----------------|--------------------|-------------|----------------|
| MKT 361  | Buyer Behavior                    |                 | X                  |             | 3              |
| MKT Elective (see Program Requirements - Select 6 credits)   |                                   |                 | X                  |             | 6              |
| International Business Group 3 - Experiential Learning Requirement                                   |                                   |                 | X                  |             | 3              |
| <b>Total Credits</b>   |                                   |                 |                    |             | <b>15</b>      |
| <b>Senior</b>  |                                   |                 |                    |             |                |
| <b>Semester 7</b>  |                                   |                 |                    |             |                |
|  |                                   | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
| FIN 475  | International Business Finance    |                 | X                  |             | 3              |
| MGT 301  | Supply Chain Management           |                 | X                  |             | 3              |
| MGT 475  | International Business Management |                 |                    |             | 3              |
| MKT 365  | International Marketing           |                 |                    |             | 3              |
| MKT 410  | Marketing Research                |                 | X                  |             | 3              |
| <b>Total Credits</b>   |                                   |                 |                    |             | <b>15</b>      |
| <b>Semester 8</b>  |                                   |                 |                    |             |                |
|  |                                   | <b>Critical</b> | <b>Recommended</b> | <b>AUCC</b> | <b>Credits</b> |
| BUS 479  | Strategic Management              | X               |                    | 4A,4C       | 3              |
| CIS 370  | Business Analytics                |                 |                    |             | 3              |
| MKT 479  | Marketing Strategy and Management | X               |                    |             | 3              |
| MKT Elective (see Program Requirements - Select 3 credits)   |                                   | X               |                    |             | 3              |
| International Business Group 3 - Experiential Learning Requirement                                   |                                   | X               |                    |             | 3              |
| The benchmark courses for the 8th semester are the remaining courses in the entire program of study. |                                   |                 |                    |             |                |
| <b>Total Credits</b>   |                                   |                 |                    |             | <b>15</b>      |
| <b>Program Total Credits:</b>  |                                   |                 |                    |             | <b>120</b>     |