

MAJOR IN BUSINESS ADMINISTRATION, MARKETING CONCENTRATION

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.

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.

Freshman

		AUCC	Credits
BUS 100 or 105	Introduction to Business Exploration of Business		1
Select one course from the following: ¹			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 (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			4
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)			3
Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)			3
Electives			4-6
Total Credits			30

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 (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)			3
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			3

International Business Group 2 - Global Focus			3
Electives			3
Total Credits			30
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
Total Credits			30
Senior			
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

Total Credits**30****Program Total Credits:****120**

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

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

¹ **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.

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	