

MAJOR IN BUSINESS ADMINISTRATION, MARKETING 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.

Freshman

Semester 1	Critical	Recommended	AUCC	Credits
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 (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			3A	4
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)	X		1C	3
Elective				3

Total Credits

Semester 2	Critical	Recommended	AUCC	Credits
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				4-6
-----------	--	--	--	-----

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

Total Credits					16
Sophomore					
Semester 3		Critical	Recommended	AUCC	Credits
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 (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)				3A	3
Elective					3
Total Credits					15
Semester 4		Critical	Recommended	AUCC	Credits
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 (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)				3D	3
Elective					3
Total Credits					15
Junior					
Semester 5		Critical	Recommended	AUCC	Credits
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.					
Total Credits					15
Semester 6		Critical	Recommended	AUCC	Credits
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
Total Credits					15
Senior					
Semester 7		Critical	Recommended	AUCC	Credits
MGT 320	Contemporary Management Principles/Practices	X			3
Arts and Humanities (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)				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.					
Total Credits					15
Semester 8		Critical	Recommended	AUCC	Credits
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)					3
Elective					3

The benchmark courses for the 8th semester are the remaining courses in the entire program of study.

X

Total Credits	15
Program Total Credits:	120