

MAJOR IN BUSINESS ADMINISTRATION, MARKETING CONCENTRATION

Effective Fall 2024

Requirements

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

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)		3A	4
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)		1C	3
Electives			7-9
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
ECON 204	Principles of Macroeconomics (GT-SS1)	3C	3
STAT 204	Statistics With Business Applications (GT-MA1)	1B	3
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)		3A	3
Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)		3D	3
Electives			6
Total Credits			30

Junior

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 ²	Principles of Finance	4A,4B	3
MGT 301	Supply Chain Management		3
MKT 300 ²	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
Total Credits			30

Senior

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 (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)		3B
Electives ³		9
Total Credits		30
Program Total Credits:		120

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.

² 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.

³ 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.