MAJOR IN BUSINESS ADMINISTRATION, MARKETING CONCENTRATION

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.

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)			X	3A	4
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)			X	1C	3
Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)				3D	3
Electives					1
	Total Credits				**15**
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 (or higher level calculus course)	Calculus in Management Sciences (GT-MA1)		X	1B	
Electives			X		3-5

BUS 100 or BUS 105 and CO 150 must be completed by the end of Semester 2.	X			
Total Credits				**15**

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
Electives				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		X		3
BUS 300 Business Writing and Communication (GT-CO3)		X	2	3
International Business Group 2 - Global Focus		X		3
Arts and Humanities (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)		X	3B	3
Total Credits				**15**

Junior

Semester 5	Critical	Recommended	AUCC	Credits
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
Total Credits				**15**

Semester 6	Critical	Recommended	AUCC	Credits
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
Total Credits				**15**

Senior

Semester 7	Critical	Recommended	AUCC	Credits
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
Total Credits				**15**

Semester 8	Critical	Recommended	AUCC	Credits
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.	X			
Total Credits				**15**
Program Total Credits:				**120**