

Course #	Course Title	Prerequisites	Credits	Completed
University Common Curriculum			52 - 60	
FSEM 1111	First Year Seminar		4	
WRIT 1122	Writing and Rhetoric: Academic Writing	FSEM 1111	4	
WRIT 1133	Writing and Rhetoric: Writing and Research Language	WRIT 1122	4	
	Foreign Language (FOLA)		4-12	
AI- Natural	Analytical Inquiry: Natural (MATH 1200/1951) (grade below C- must be repeated)		4	
AI- Society	Analytical Inquiry: Society		8	
SI- Natural	Scientific Inquiry: Natural		12	
SI- Society	Scientific Inquiry: Society (ECON 1020) (grade below C- must be repeated)		4	
	Scientific Inquiry: Society (cannot be an ECON course)		4	
ASEM	Advanced Seminar	Jr & entire Common Curriculum	4	
Additional Requirements (courses with grades below 'C-' must be repeated)			13	
ECON 1030	Micro and Macroeconomics 2	ECON 1020	5	
STAT 1300	Statistics 1 (includes Microsoft Certification – MOS)	MATH 1200 or 1951	4	
STAT 1400	Statistics 2 (includes Microsoft Certification – MOS)	STAT 1300	4	
Business Core Requirements (courses with grades below 'C-' must be repeated)			44	
MGMT 2000	Foundations of Business and Management	Soph & corequisite with LGST 2000	4	
LGST 2000	Foundations of Business Law	Soph & corequisite with MGMT 2000	4	
ACTG 2200	Introduction to Financial Reporting	DCB 1	4	
ACTG 2300	Accounting for Decision Making	DCB 1 & ACTG 2200	4	
FIN 2800	Financial Decision Making	DCB 1 & ACTG 2200	4	
ITEC 2800	Strategic Advantages of Technology	DCB 1	4	
MKTG 2800	Introduction to Marketing	DCB 1	4	
MGMT 2850	Public Policy and Business	DCB 2	4	
STAT 2800	Survey of Operations Management	DCB 2	4	
MGMT 3800	Business Policy and Strategy (Capstone)	Sr & entire B-Core	4	
BUS 3800	Capstone 2	MGMT 3800	4	
Marketing Major Requirements (courses with grades below 'C-' must be repeated) Maximum hours allowed in major = 45			36	
MKTG 2910	Consumer Behavior	MKTG 2800	4	
MKTG 2920	Business to Business Marketing	MKTG 2800	4	
MKTG 2930	Methods of Marketing Research	MKTG 2800; STAT 1400	4	
MKTG 2940	Innovation Strategies	MKTG 2800	4	
MKTG 3950	Integrative Marketing Strategy	MKTG 2800; 2910; 2930	4	
<b>Choose four (16 credits) from the following courses, or other available Marketing electives:</b>				
MKTG 3110	Personal Selling	MKTG 2800	4	
MKTG 3120	Sales Management	MKTG 3110	4	
MKTG 3360	Transportation Systems	Jr. or Instr. Permission	4	
MKTG 3370	Marketing Channels and Logistics	Jr. or Instr. Permission	4	
MKTG 3375	Strategic Sourcing	Jr. or Instr. Permission	4	
MKTG 3380	Global Supply Chain Management	Jr. or Instr. Permission	4	
MKTG 3400	Introduction to Advertising	MKTG 2800	4	
MKTG 3450	Advertising Media Strategy	MKTG 2800; 2400	4	
MKTG 3460	Advertising Creative Strategy	MKTG 2800; 2400	4	
MKTG 3470	Public Relations	MKTG 2800	4-5	
MKTG 3480	Digital Marketing	MKTG 2800	4	
MKTG 3620	E-Marketing	MKTG 2800	4	
MKTG 3630	International Marketing	MKTG 2800	4	
MKTG 3640	Services Marketing	MKTG 2800	4	

**Curriculum Sequence Considerations**

The Daniels Curriculum is sequential. Degree Check Points (DCB 1 & 2) serve as collective prerequisites to ensure mastery of necessary content and background. Students **may not** enroll in courses in the next Check Point until they have satisfied all requirements in the current Check Point.

**Courses Required for Secondary Admissions**

- MATH 1200 or MATH 1951
- STAT 1300
- STAT 1400
- FSEM 1111
- WRIT 1122
- WRIT 1133
- ECON 1020
- MOS

**DCB 1**

- 45 credit hours
- FSEM 1111
- WRIT 1122
- WRIT 1133
- MATH 1200 or MATH 1951
- STAT 1300
- STAT 1400
- ECON 1020
- FOA or SI-Natural
- MGMT 2000
- LGST 2000
- MOS Excel
- MOS Word
- MOS PowerPoint

**DCB 2**

- 90 credit hours
- ACTG 2200
- ACTG 2300
- ECON 1030
- FIN 2800
- MKTG 2800
- ITEC 2800
- FOA & SI-Natural

MKTG 3660	Sports and Entertainment Marketing	MKTG 2800	4	
MKTG 3704	Current Marketing Perspectives	MKTG 2800	4	
MKTG 3980	Marketing Internship	Internship Adv. Approval	4-8	
MKTG 3991	Independent Study	Instr. Permission	4	
<b>International Experience</b>				
Electives (apply any minor credit hours here)			32-40	
Note: In an effort to create a well-rounded academic experience, students are strongly encouraged to take elective hours outside of the Daniels College of Business.				
<b>Total Credits for BSBA – Marketing Major</b>			<b>185</b>	

*This document is an advising guide; it is not a substitute for meeting with an adviser. Students should meet with their adviser quarterly. The final responsibility for completing graduation requirements rests with the student. Program requirements are subject to change without notice.*

### Additional Information

- Only grades of "C-" or above may be used in completing business courses AND including ECON 1020, ECON 1030, STAT 1300, STAT 1400 and MATH 1200 (or MATH 1951).
- Repeated courses count toward the GPA calculation but not toward overall hours.
- A minimum average GPA of 2.0 is required for all major course work, all business course work, and the overall cumulative GPA in order to graduate.
- DCB Check Point 2 requires completion of SI-Natural and FOLA sequences, or two years of FOLA. Please note that both the FOLA sequence and the SI-Natural sequence must be completed as graduation requirements.
- Students who successfully test *beyond* the first year of FOLA must take 4 hours of 2000 or 3000 level course work for the language into which they place or, take a 12 quarter-hour first-year sequence in a different language to complete the requirement.
- Microsoft Certification (MOS) requires standard levels of proficiency in Excel, Word, and PowerPoint; it is both a DCB 1 requirement and a graduation requirement.
- Elective credits may be applied toward a minor within or outside Daniels (other than general business minor), a second major, or fulfilled through course work from any campus unit(s) with the exception of The Women's College and University College.
- At least 50% of required business courses for undergraduate business degrees (majors and minors) must be completed at the Daniels College of Business.
- For further information regarding the Common Curriculum, visit <http://www.du.edu/commoncurriculum>
- For further information regarding Study Abroad, visit <http://www.du.edu/intl/abroad/index.html>

### International Experience

Business students must be prepared to interact with persons from other cultures and to manage in circumstances where business practices and social conventions are different from the graduate's native country. To meet this requirement, all students must fulfill an international experience before they can graduate as a business major. Participating in the Cherrington Global Scholars program will satisfy this requirement; otherwise the requirement must be met via a Daniels College of Business course that covers global content. See an adviser for details. Note: International students meet this requirement by virtue of studying at DU.

**Marketing, Daniels room 480, 303-871-3317, [www.daniels.du.edu](http://www.daniels.du.edu)**

### Faculty and Advisers

#### Faculty:

Dr. Daniel Baack  
 Dr. Donald Bacon  
 Dr. Jan Brocker  
 Prof. Theresa Conley  
 Dr. Steven Hartley  
 Dr. Carol Johnson, Department Chair  
 Prof. Peter Lathrop  
 Dr. Caroline Li  
 Prof. Michele Lutz  
 Dr. Charles Patti, IMC Director  
 Dr. Pallab Paul  
 Prof. Tia Quinlan-Wilder  
 Prof. Greg Wagner, Internship Director  
 Dr. Peter Whalen  
 Prof. Sandra Young

#### Academic and Career Advising:

Office of Undergraduate Programs  
 Margery Reed Hall, 1<sup>st</sup> Floor  
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#### Internship Approval:

Professor Gregory Wagner  
 Department of Marketing  
 Daniels 233  
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#### Study Abroad Approval:

Dr. Pallab Paul  
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 Daniels 497  
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## Enhance Your Experience at Daniels...

- As this document pertains primarily to your academic years at Daniels and DU, relevant summer work and internships play a large role in your ability to contribute inside the classroom as well as create your entrée into the post-graduation workforce.
- Visit Career Services in the Office of Undergraduate Programs for all your needs with respect to internships, resume writing, career counseling, and employment search.
- Daniels Undergraduate Programs Blackboard site (available via WebCentral) offers a complete array of policies and documents, as well as a full-service interactive site to assist you during all phases of your matriculation.
- To maximize your educational experience and position yourself as a student and for your future career, Daniels offers many co-curricular activities within our Backpacks to Briefcases program <http://www.daniels.du.edu/b2b>
- As well, you need to become involved in one or several of student organizations <http://www.daniels.du.edu/students/studentorganizations.html>

***Daniels Vision: To be a premier business college globally recognized as a leader whose educational experiences, outreach, and knowledge creation transforms lives, organizations and communities.***