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

### BSBA Requirements – Marketing Major

**For Students Entering DU in the 2020 - 2021 Academic Year**

#### University Common Curriculum Requirements

- **FSEM 1111** 4
- **WRIT 1122** Prereq: FSEM 4
- **WRIT 1133** Prereq: WRIT 1122 4
- Foreign Language sequence 4 - 12
- AI Society (two different disciplines) 8
- **MATH 1200 or 1951** (fulfills AI Natural) 4
- **ECON 1020** (fulfills first SI Society) 4
- SI Society 4
- SI Natural sequence 12
- **ASEM** Prereq: Junior Standing 4

**Total Hours** 52 – 60

#### Business Core Requirements

- **BUS 1440** 4
- **BUS 1099** 0
- **INFO 1010** 4
- **INFO 1020** Prereqs: MATH 1200 & INFO 1010 4
- **MGMT 2100** Prereq: BUS 1440 4
- **MKTG 2800** Prereqs: MGMT 2100, INFO 1020, & Sophomore Standing 4
- **LGST 2000** 4
  Prereqs: BUS 1440 & Sophomore Standing
- **INFO 2020** Prereqs: INFO 1020 & Excel 4
- **ACTG 2200** 4
  Prereqs: INFO 1010, MATH 1200, ECON 1020, & Excel

#### Admission to Daniels required for classes below:

- **BUS 2099** Prereq: BUS 1099 0
- **ACTG 2300** Prereq: ACTG 2200 4
- **FIN 2800** Prereq: ACTG 2200 4
- **BUS 3000** Prereqs: BUS 1099, Word, & PPT 4
- **MGMT 3000** Prereqs: All Microsoft certifications, MKTG 2800, LGST 2000, INFO 2020, ACTG 2300, FIN 2800, BUS 2099, & BUS 3000 4
- **BUS 3099** Prereq: BUS 2099 0
- **BUS 3800** Prereqs: BUS 3099 & MGMT 3000 4

**Total Hours** 52

#### Marketing Major Requirements

MKTG 2800 is a prerequisite to all major courses

- **MKTG 2910** 4
- **MKTG 2930** 4
- **MKTG 3110** 4
- **MKTG 3480** 4
- **MKTG 3630 or MKTG 2945** 4
- **MKTG 3950** 4
  Prereqs: MKTG 2910, MKTG 2930, MKTG 3480, & Senior Standing
- **MKTG elective** 4
- **MKTG elective** 4
- **MKTG elective** 4

**Total Hours** 36

#### General Electives (Including Minors)

- **INTZ 2501** if studying abroad 2

**Total Hours** 37 – 45

**Total Hours Required to Graduate** 185
Admission to Daniels

- There are three possible admission routes into Daniels:
  1. Direct admission upon application to the University of Denver, based on indication of business interest on application and eligibility for select university merit scholarships. Transfer students will be individually evaluated based on incoming transfer credits, GPA, and submission of a professional resume.
  2. Fast Track admission upon completing two quarters as a full-time student at DU with a 3.5 cumulative GPA or higher, including successful completion of MATH 1200 or 1951. International students matriculating from the ELC must have 12 hours of non-ENGG coursework in each of two separate quarters for consideration towards Fast Track eligibility.
  3. Secondary admission upon completion of the following classes and requirements: FSEM, WRIT 1122, WRIT 1133, MATH 1200/1951, BUS 1440, INFO 1010, INFO 1020, ECON 1020, BUS 1099, and Microsoft Excel, Word, and PowerPoint certifications. During fall, winter, and spring application cycles, students submit their resume and cover letter for consideration. A 2.5 minimum cumulative GPA is required to apply. Completion of these requirements does not guarantee admission.

Daniels Co-Curricular Requirements

- Microsoft Certification (MOS) requires standard levels of proficiency in the 2019 version of Excel, Word, and PowerPoint; it is a DCB application requirement and a graduation requirement.
- The Daniels Professional Development Program prepares students to achieve success in their professional careers. Students take BUS 1099, BUS 2099, and BUS 3099 as 0 credit courses to complete these requirements.
- Students will be required to take assessment exams to show mastery of key learning outcomes and retention of course content within the business core. The following courses will be assessed: ACTG 2200, ACTG 2300, BUS 1440, BUS 3000, FIN 2800, INFO 1010, INFO 1020, INFO 2020, LGST 2000, MGMT 2100, MGMT 3000, and MKTG 2800.
- Marketing majors fulfill the Daniels International Experience requirement through registration for MKTG 2945 or MKTG 3630.
  - Students who study abroad are required to take INTZ 2501 (2 credits) up to one year prior to going abroad.

Daniels and University Policies

- Only grades of "C-" or above may be used in completing all courses taken within Daniels, and ECON 1020, and MATH 1200/1951.
- Repeated courses count toward the GPA calculation but not toward overall hours.
- A minimum GPA of 2.0 is required for all major coursework, all business coursework, and overall cumulative GPA in order to graduate.
- Elective credits may be applied toward a minor within or outside Daniels, a second major, or fulfilled through coursework from any campus unit(s) with the exception of University College. To create a well-rounded academic experience, students are strongly encouraged to take elective hours outside of the Daniels College of Business.
- At least 50% of required business courses must be completed at Daniels.
- Students may earn a maximum of 10 hours of independent study, and a maximum of 10 hours of internship credit.

Additional Advising Information

- All advising and PIN deletion for business majors past the first year is through Daniels Undergraduate Programs, located in Margery Reed Hall. Visit the Canvas page (Canvas.du.edu) for more information about the curriculum (including course titles and descriptions) and ways to be involved and engaged as an undergraduate business student.
- For specific faculty questions, visit the Marketing department in Daniels College of Business 480.