MARKETING, BS IN BUSINESS ADMINISTRATION

Introduction
Please click (http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/) to see Business School information.

Marketing is concerned with directing the activities of the organization toward the satisfaction of customer wants and needs. This involves understanding customers, identifying those wants and needs that the organization can best serve, guiding the development of specific products or services, planning and implementing ways to take products or services to the market, securing the customer’s order and finally, monitoring customer response in order to guide future activities.

In most organizations, marketing is a major functional area that provides a wide variety of career opportunities in such fields as personal selling and sales management, advertising and sales promotion, public relations, marketing research, physical distribution, product management, market management, marketing information systems and retail management. Increasingly, career opportunities exist in service businesses and nonprofit organizations.

Program Delivery
• This major is available both on-campus and fully online.

Declaring This Major
• Click here (http://catalog.ucdenver.edu/cu-denver/undergraduate/records-registration/registration/declare-change-major-minor/) to go to information about declaring a major.

General Requirements
To earn a degree, students must satisfy all requirements in each of the areas below, in addition to their individual major requirements.

• CU Denver General Graduation Requirements (http://catalog.ucdenver.edu/cu-denver/undergraduate/graduation/general-graduation-requirements/)
• CU Denver Core Curriculum (http://catalog.ucdenver.edu/cu-denver/undergraduate/graduation-undergraduate-core-requirements/)
• Business School Graduation Requirements (http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/#graduationrequirementstext)
• Click here (http://catalog.ucdenver.edu/cu-denver/undergraduate/academic-policies-procedures/) for information about Academic Policies

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3100</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4050</td>
<td>Applied Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>Select six upper-division MKTG prefixed courses, such as:</td>
<td>18</td>
<td></td>
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<tr>
<td>MKTG 3200</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>MKTG 3300</td>
<td>Social Media in Business</td>
<td></td>
</tr>
<tr>
<td>MKTG 4000</td>
<td>Advertising</td>
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Total Hours 24

1 Additional MKTG electives may be available. Please check the UCD Access course offerings each term.

For career paths in Marketing Strategy/Brand Management and Communications, the following courses are recommended:

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<tr>
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Note
Students also have the option to complete a Marketing major with a specialization in Information Systems. Click here (http://catalog.ucdenver.edu/cu-denver/undergraduate/schools-colleges-departments/business-school/business-administration/marketing-specialization-information-systems-bs/) to view this option.

To review the Degree Map for this program, please visit our website (https://www.ucdenver.edu/student/advising/undergraduate/degree-maps/business-school/).

- International Marketing
- Sports Marketing
- Music and Media Marketing
- Customer Service Strategies
- Personal Selling and Sales Management
- Internet Marketing
- New Product Development for Consumer and Sports Products
- Customer Relationship Management
- Preparing Business Plan
- Special Topics