

MARKETING, BS IN BUSINESS ADMINISTRATION

Introduction

Please click here (<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/#graduationrequirements>)
- Click here (<http://catalog.ucdenver.edu/cu-denver/undergraduate/academic-policies-procedures/>) for information about Academic Policies

Program Requirements

Code	Title	Hours
MKTG 3100	Marketing Research	3
MKTG 4050	Applied Marketing Management	3
Select six upper-division MKTG prefixed courses, such as: ¹		18
MKTG 3200	Consumer Behavior	
MKTG 3300	Social Media in Business	
MKTG 4000	Advertising	

MKTG 4200	International Marketing
MKTG 4250	Sports Marketing
MKTG 4251	Music and Media Marketing
MKTG 4620	Customer Service Strategies
MKTG 4700	Personal Selling and Sales Management
MKTG 4720	Internet Marketing
MKTG 4730	New Product Development for Consumer and Sports Products
MKTG 4760	Customer Relationship Management
MKTG 4780	Preparing Business Plan
MKTG 4950	Special Topics

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:

Code	Title	Hours
MKTG 3200	Consumer Behavior	3
MKTG 3300	Social Media in Business	3
MKTG 4000	Advertising	3
MKTG 4620	Customer Service Strategies	3

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/>).