

DANIELS COLLEGE OF BUSINESS

BSBA Degree Requirements

For students entering University of Denver in the 2009-10 academic year

Marketing Major

COURSE #	COURSE TITLE	PREREQUISITES	CREDITS	QUARTER	COMPLETED
University Requirements			85		
AHUM:	Arts & Humanities Foundations		8	_____	_____
CREX:	Creative Expression		4	_____	_____
FSEM 1111	First-Year Inquiry		4	_____	_____
WRIT 1122, 1133	First-Year Writing Sequence		8	_____	_____
MATC 1200	Business Calculus (<i>Grades below "C-" must be repeated</i>)		4	_____	_____
NATS:	Natural Science		12	_____	_____
SOCS:	Social Sciences Foundations		4	_____	_____
CORE:	One each from CORE 24__, 25__, 26__ Junior (1 must be Writing Intensive)		12	_____	_____
ECON 1020, 1030	Economics (<i>Grades below "C-" must be repeated</i>)		9	_____	_____
STAT 1300	Statistics I (<i>Grades below "C-" must be repeated</i>)	MATC 1200	4	_____	_____
STAT 1400	Statistics II (<i>Grades below "C-" must be repeated</i>)	STAT 1300	4	_____	_____
Foreign Language * (FOLA)			12	_____	_____
Business Core Requirements (<i>Courses with grades below "C-" must be repeated</i>).....			44		
MGMT 2000	Foundations of Business and Management	Sophomore standing	4	_____	_____
LGST 2000	Foundations of Business Law	Sophomore	4	_____	_____
ACTG 2200	Introduction to Financial Reporting	DCB 1 (see page 2)	4	_____	_____
ACTG 2300	Accounting for Decision Making	DCB1 & 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)	Entire Business Core	4	_____	_____
BUS 3800	Capstone II	Mgmt 3800	4	_____	_____
Marketing Major Requirements – MKTG 2800 prerequisite for all major courses.....			36	(Maximum major hours allowed = 45)	
<i>Courses with grades below "C-" must be repeated</i>					
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	_____	_____
Choose four (16 credits) from the following courses:					
MKTG 2440	Introduction to Advertising	MKTG 2800	4	_____	_____
MKTG 3110	Personal Selling	MKTG 2800	4	_____	_____
MKTG 3120	Sales Management	MKTG 3110	4	_____	_____
MKTG 3360	Transportation Systems	Junior or instr permission	4	_____	_____
MKTG 3370	Logistics Management	Junior or instr permission	4	_____	_____
MKTG 3375	Strategic Sourcing	Junior or instr permission	4	_____	_____
MKTG 3380	Supply Chain Management	Senior or instr permission	4	_____	_____
MKTG 3704-1	Demand Planning	MKTG 2800	4	_____	_____
MKTG 3704-2	Performance in a Production Environment	MKTG 2800	4	_____	_____
MKTG 3704-3	Digital Marketing	MKTG 2800	4	_____	_____
MKTG 3450	Advertising Media Strategy	MKTG 2800	4	_____	_____
MKTG 3460	Advertising Creative Strategy	MKTG 2800	4	_____	_____
MKTG 3630	International Marketing	MKTG 2800	4	_____	_____
MKTG 3640	Services Marketing	MKTG 2800	4	_____	_____
MKTG 3700	Topics in Marketing	MKTG 2800	4	_____	_____
MKTG 3980	Marketing Internship	Internship advisor approval	4-8	_____	_____
MKTG 3991	Independent Study	Instructor permission	4	_____	_____
Electives			20		
Total Credits for BSBA-Marketing			185**		

* Students who pass a foreign language equivalency exam will apply these credits toward electives.

** All Business students entering DU in Fall 2006 and thereafter must fulfill an international experience before they can graduate. (See pg. 2)

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, STAT1300, STAT 1400 and MATC 1200 (or MATH 1951).
- A minimum average GPA of 2.0 ("C") is required for all major course work, all business course work, and the overall cumulative GPA.
- 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 or University College.
- Based upon departmental and University approval students may transfer a maximum of 20 credit hours from other institutions, including schools attended through the DU study abroad program, toward the undergraduate Business Core. A minimum of 24 hours toward the major and 10 hours toward any business minor must be completed at the University of Denver.

Department of Marketing

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Faculty:

Dr. Jan Brocker
Dr. Donald Bacon
Prof. Theresa Conley
Dr. Steven Hartley
Dr. Carol Johnson, Department Chair
Prof. Peter Lathrop
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
Dr. Daniel Baack

Academic Advising:

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Internship Approval:

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DCB 1 and 2 Check Points

Students pursuing BSBA/BSACC degrees must meet Degree Check Points (known as DCB 1 and 2) as they successfully matriculate and subsequently graduate.

Check Points serve as collective prerequisites, providing necessary content and background. They must be closely followed. Students may not enroll in courses in the next Check Point until they have met requirements in the current Check Point.

DCB 1 (all must be satisfactorily completed to move to DCB 2)

- 45 hours completed
- FSEM 1111, WRIT 1122, MATC 1200, STAT 1300[^], STAT 1400[^], ECON 1020
- FOLA sequence OR NATS sequence
- MGMT 2000, LGST 2000 (prerequisite for both: 45 hours completed)

[^]Microsoft (MCAS) certification is embedded in STAT 1300 (Excel) and STAT 1400 (Word, PPT). If a student transfers in STAT 1300 and/or STAT 1400, they must meet MCAS separately.

DCB 2 (must be satisfactorily completed to move to DCB 3)

- 90 hours completed
- WRIT 1133, ECON 1030
- FOLA and NATS sequences OR 2 years of FOLA
- ACTG 2200, ACTG 2300, FIN 2800, MKTG 2800, ITEC 2800

NOTE: Students may take up to 8 hours in their major prior to check point 2.

NOTE: Explanation including DCB 3 is posted on Daniels e-net site.

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 business students entering Fall 2006 or thereafter *must* fulfill an international experience as a graduation requirement. International students meet this requirement by virtue of studying at DU.

Students may meet the international experience through at least one of the following ways:

1. Participate in the Cherrington Global Scholars Program.
2. Take one of the approved courses listed below:

ACTG 3284/ACTG 3285 Consolidations & Foreign Operations
FIN 3410 - Multinational Financial Management
MGMT 2420 - International Management
MKTG 3630 - International Marketing
REAL 3140 - Global Perspectives in Real Estate
BSBA 3350 - Darl Bien's International Business Experience in Europe and
BSBA 3351 - Doing Business in Europe (must be taken with BSBA 3350)
INTS 1500 - Contemporary Issues in the Global Economy
INTS 2370 - Global Political Economy
INTS 2520 - Information Technology and International Commerce
ECON 2301 - Capitalism, Class and Culture
ECON 2610 - International Economics