DENVER’S BUSINESS SCHOOL

The future of business education for the Rocky Mountain region is here, at the Business School at the University of Colorado Denver. Located in Denver’s vibrant downtown, the Business School’s programs and curriculum keep pace with the needs of students and businesses in the region and beyond. Flexible class schedules, AACSB accreditation, and a focus on real-world application make the Business School a top choice for business undergraduates. Graduates leave with skills and knowledge that prime them for careers of significance.

MARKETING MAJOR OVERVIEW

Marketing is more than a catchy jingle, or a viral video on YouTube. It is the way firms get and keep customers.

Learn how to understand and communicate with a firm’s customers to keep them satisfied and coming back. Better still, help firms build and launch new offerings that beat competitors’ products. The skills provided in areas like branding, promotion, research and strategy will give you the ability and confidence to help firms meet their global marketing and sales goals.

PUT YOUR EDUCATION INTO ACTION

When hiring new college graduates, businesses look for more than a basic knowledge of business. They need people who are ready to seize an opportunity and get to work. The Business School offers you the opportunity to excel in these areas through experiential learning. Internships and other real-world experiences provide you additional skills and knowledge outside of the classroom.

All undergraduate students in the Business School are required to fulfill an experiential learning requirement. This requirement may be filled by completing one of the following:

› Internship
› Study abroad
› Service learning course
› Project-based course

MARKETING CAREER OPTIONS:

Advertising Director
Account Executive
Brand Manager
Customer Service Director
Director of Marketing
Marketing Research Manager
Public Relations Strategist
Retail Store Manager
Merchandise Buyer
Sales Manager / Representative

Statistics indicate that overall employment in advertising, marketing, promotions, public relations, and sales managers will grow by 13% through 2018.

Marketing is moving into new and exciting possibilities. 59% of Internet users have at least one social network profile, an increase from 34 percent in 2008.
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

MARKETING

The Marketing Major provides you with the opportunity to enhance your analytical ability and communications skills relative to the marketing industry. Students also have the option of pursuing the Marketing major with a specialization in Information Systems.

MARKETING MAJOR REQUIREMENTS

- **Required Major Courses**
  - MKTG 3100 - Marketing Research
  - MKTG 4050 - Applied Marketing Management

- **Elective Major Courses**
  - Any six 3000-level and above MKTG prefixed course

MARKETING MAJOR WITH A SPECIALIZATION IN INFORMATION SYSTEMS REQUIREMENTS

- **Required Major Courses**
  - MKTG 3100 - Marketing Research
  - MKTG 4050 - Applied Marketing Management
  - MKTG/ISMG 4760 - Customer Relationship Management
  - ISMG 3500 - Enterprise Data and Content Management
  - ISMG 3600 - System Strategy, Architecture and Design
  - ISMG 4900 - Project Management and Practice

- **Elective Emphasis Courses**
  - Any two 3000-level and above MKTG prefixed courses

SCHOLARSHIPS

The Business School offers a variety of scholarship opportunities to help you finance your degree. Some scholarships are based on need, and other on academic accomplishment. Visit business.ucdenver.edu/scholarship to find out more and apply.

SUGGESTED SUPPORTING MINOR

Many students who choose to specialize in Marketing add a minor in Communications to their program. See the College of Arts and Science for further information, clas.ucdenver.edu.

DOUBLE MAJOR IN BUSINESS

You have numerous career opportunities for persons trained in both a specialized field and management. For this reason, you may be interested in a combined program leading to the completion of degrees in two fields. You can obtain a double major with as little as 12 credit hours. See an advisor for details.

The Business School at CU Denver has earned accreditation by the Association to Advance Collegiate Schools of Business (AACSB International). This elite distinction is only granted to the top business programs in the world that meet rigorous standards for curriculum, faculty, library, and computer resources.

To find out more, visit business.ucdenver.edu or call 303-315-8100 to schedule an appointment with an advisor.