BS/MS MKTG 4+1 Degree Design

Overview
The BS/MS MKTG 4+1 degree program allows you as a CU Denver business student to complete both the BS and MS MKTG degrees in as little as five years by substituting two graduate courses for two undergraduate courses in your senior year. The graduate courses count towards both the BS and MS MKTG degree. In this unique program, you can customize your MS degree through course substitutions. Substitutions are based upon the coursework you take as an undergraduate business student at CU Denver.

Contact your undergraduate advisor
If you are considering this BS/MS MKTG 4+1 degree program, it is essential to contact your undergraduate advisor as soon as possible, preferably no later than your sophomore term, so you can appropriately plan your coursework.

Submission of application
You should apply to the MS MKTG program when you have one academic year remaining in your undergraduate degree. Note, when applying to the MS program, be sure to select a start semester which occurs after the completion of your undergraduate degree. Please review our admissions page for application details and deadlines.

GMAT waiver option
As a CU Denver business student, if you have a 3.25 GPA, or higher, at the time of your application to the MS program (in a minimum of three completed upper division undergraduate MKTG courses), you may request to have the GMAT waived. Contact the Business School Graduate Admissions team at bschool.admissions@ucdenver.edu with questions.

MS Marketing course substitutions for undergraduate courses
Two graduate MS MKTG courses may substitute for two upper division undergraduate Marketing courses. Typical graduate course substitutions to consider are:
1. MKTG 6020 for the undergraduate course, MKTG 4200
2. MKTG 6040 for the undergraduate course, MKTG 4620
3. MKTG 6060 for the undergraduate course, MKTG 3200

The above suggested course substitutions apply to any specialization in the graduate marketing program: Advanced Market Analytics in a Big Data World (ABD); Brand Communication in the Digital Era (BCD); Marketing Intelligence & Strategy in the 21st Century (ISC); Sports and Entertainment Business (SEB); Global Marketing (GMK); High-Tech Entrepreneurial Marketing (HTE); Marketing and Global Sustainability (MGS). Specializations are not required to earn the MS in Marketing Degree.

If MKTG 3200, MKTG 4200, and/or MKTG 4620 have already been completed, other course substitutions, which may be possible, are listed in the following table. Course substitutions are

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based upon the specialization within the MS Marketing degree that you select. See advisors for more details.

Other MKTG course substitutions

<table>
<thead>
<tr>
<th>MKTG Specialization</th>
<th>Undergraduate Course Yet to be Taken</th>
<th>Recommended Graduate Course Substitution for a Given Specialization</th>
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</thead>
<tbody>
<tr>
<td>Advanced Market Analytics in a Big Data World (ABD)</td>
<td>MKTG4760</td>
<td>MKTG6090</td>
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<tr>
<td>Brand Communication in the Digital Era (BCD)</td>
<td>MKTG4000 MKTG3300</td>
<td>MKTG6070 MKTG6092</td>
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<tr>
<td>Marketing Intelligence &amp; Strategy in the 21st Century (ISC)</td>
<td>MKTG4000 MKTG4760</td>
<td>MKTG6070 MKTG6090</td>
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<tr>
<td>Sports and Entertainment Business (SEB)</td>
<td>MKTG4250 MKTG4252 MKTG4700 MKTG4834</td>
<td>MKTG6820 MKTG6826 MKTG6824 MKTG6834</td>
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