## Program Overview
Marketing involves directing the activities of an organization towards the satisfaction of customer wants and needs. There are a wide variety of career opportunities in this field such 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.

## Academic Advising
It is recommended that students meet with an advisor regarding their individualized degree plan at least once per year.

**Business School Advising**  
undergrad.advising@ucdenver.edu  
https://business.ucdenver.edu  
Business School Building, floor 4  
303-315-8110

## General Graduation Requirements & Policies
All CU Denver Business students are required to complete the following minimum general graduation requirements:
1. Complete a minimum of 120 semester hours  
2. Achieve a minimum 2.0 CU cumulative grade point average (GPA), business GPA, and major core GPA  
3. Complete a minimum of 45 upper division (3000/4000 level) credits  
4. Complete all college and major requirements  
5. Residency: complete a minimum of 30 CU Denver business course hours in good standing

## Sample Academic Plan of Study
The following academic plan is a sample pathway to completing degree requirements. This schedule can be adjusted to accommodate AP, IB, and/or CLEP credits, as well as courses taken during the summer sessions. Students should tailor this plan based on transfer credit, course availability, and individual preferences related to course load, schedules, and add-on programs such as minors or double-majors. Students must complete an experiential learning credit (internship, study abroad program, or project-based course) and a capstone course taken in their final semester. This plan assumes that the foreign language graduation requirement has been completed with high school courses or proficiency exam.

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<th>Year One</th>
<th>Semester 1</th>
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**TOTAL SEMESTER HOURS**

Updated 3.20.19
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