

Marketing

Bachelor of Science in Business Administration

Catalog Year: 2026-2027

FOR TRANSFER STUDENTS

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.

CU DENVER ACADEMIC ADVISING

Prior to admittance, students are welcome to email undergrad.advising@ucdenver.edu to receive an **unofficial evaluation** of their transfer credits. Once admitted, we recommend that students meet with an advisor once per semester to discuss their individualized degree plan.

Business School Advising

undergrad.advising@ucdenver.edu

Visit the Business School website [Here](#)

Business School Building, floor 4

303-315-8110

Office of Admissions

admissions@ucdenver.edu

Visit the Admissions website [Here](#)

Student Commons 1005

303-315-2620

COURSEWORK THAT CAN BE COMPLETED AT PREVIOUS INSTITUTION

The following is a “bucket” of requirements that students can complete prior to transferring to CU Denver. To determine the equivalencies of courses to be completed at non-CU Denver institutions, students can visit www.transferology.com. **It is critical students also connect with a CU Denver academic advisor to ensure planned courses will transfer and apply to CU Denver degree requirements.** All non-CU Denver coursework must be completed with a C- or better to be eligible for transfer. The Business School applies a **maximum of 90 applicable transfer credit hours** towards graduation requirements. We recommend taking **30 credits per year** to stay on course for a 4 year graduation plan.

Students interested in completing an Associate (A.A. or A.S.) Degree or a [Colorado Statewide Transfer Articulation Agreement or Degree with Designation \(DWD\)](#) must work with their community/junior college academic advisor to create an academic plan that accounts for all degree or transfer articulation agreement requirements. Colorado Community College Students may also explore the option to complete [Reverse Transfer](#) at CU Denver.

CORE TRANSFER COURSES	Colorado Community College Equivalent	Credits
English Composition I	ENG 1021	3
English Composition II	ENG 1022	3
Math	MAT 1320 or MAT 1340	3
Behavioral Science	GT-SS	3
Social Science: ECON 2012	ECO 2001	3
Arts	GT-AH1	3
Humanities (Lit, Phil, Hist)	GT-AH2, AH3, HI1 (PHI2005 recommended)	3
International Perspectives	See UC-D catalog	3
Cultural Diversity	See UC-D catalog	3
Natural and Physical Science with Lab	GT-SC1	4
Natural and Physical Science	GT-SC2	3
Total Credit Hours		34

BUSINESS TRANSFER COURSES	Colorado Community College Equivalent	Credits
Public Speaking	COM 1150	3
Intro to Business*	Elective	3
Principles of Accounting I	ACC 1011 or ACC 1021	4
Principles of Accounting II	ACC 1012 or ACC 1022	4
Microeconomics	ECO 2002	3
Business Law and Ethics	BUS 2016	3
Business Writing	BUS 2017	3
Business Statistics	BUS 2026	3
Total Credit Hours		26

* Intro to Business is a required course to receive an associates from Colorado Community Colleges, but is not required to earn a business degree from CU Denver. If students take it, it can count towards general electives.

The applicability of Guaranteed Transfer (GT Pathways) courses to specific CU Denver Core Curriculum requirements requires completion of a block of five courses: two GT-AH course; one GT-HI course; one GT-SS course; and one additional GT-AH, GT-HI, or GT-SS course.

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SAMPLE PLAN – COURSEWORK TO BE COMPLETED AT CU DENVER

Based on successful completion of 60 applicable transfer credits including the complete “bucket” of requirements outlined above, students would have the following remaining to complete at CU Denver. At CU Denver, students must tailor this plan based on the evaluation of previously completed college coursework (e.g., AP, IB, CLEP, dual/concurrent enrollment, and transfer credit), course availability, individual preferences related to course load, summer term courses, part-time or full-time student status, or add-on programs such as minors or double-majors.

Note: This plan assumes students have completed the Business Foreign Language proficiency requirement. Students who have not fulfilled this requirement must work with a CU Denver Business School Undergraduate Academic Advisor to modify this plan. (Students must demonstrate foreign language proficiency through a 2nd semester college-level course equivalent (e.g., SPA 1012 or ASL 1122), proficiency testing through CU Denver’s Department of Modern Languages, or submitting their high school transcript demonstrating completion of a 2nd year (Level II) high school course with a minimum grade of “C-” (1.7) in the 2nd semester of the 2nd year).

Semester 1	Credits
MKTG 3000 Principles of Marketing	3
MGMT 3000 Managing Individuals and Teams	3
BANA 3000 Operations Management	3
International Perspectives (General Elective)*	3
General Elective**	1
BUSN 2110 Cultivating Emotional Intelligence	1
TOTAL SEMESTER HOURS	14

Semester 3	Credits
MKTG 4050 Applied Marketing Management	3
Experiential Learning	3
International Studies	3
MKTG Elective	3
MKTG Elective	3
TOTAL SEMESTER HOURS	15

Semester 2	Credits
MKTG 3100 Marketing Research	3
MKTG Elective	3
FNCE 3000 Principles of Finance	3
ISMG 3000 Technology in Business	3
ISMG 2050 Intro to Business Problem Solving	3
BUSN 3110 Career & Professional Development	1
TOTAL SEMESTER HOURS	16

Semester 4	Credits
MGMT 4500 Business Policy and Strategic Management	3
Cultural Diversity	3
MKTG Elective	3
MKTG Elective	3
MKTG Elective	3
TOTAL SEMESTER HOURS	15

*If students receive an Associate’s of Arts degree from a Colorado Community College, they are not required to complete the International Perspectives Core Requirement and can replace it with a general elective

The number of **elective hours needed depends on how many extra transfer credits a student transfers into CU Denver with

GENERAL PROGRAM AND GRADUATION REQUIREMENTS AND POLICIES

Program requirements on this document are based on degree requirements for the current catalog year at CU Denver and are subject to change. Students are responsible for completing degree requirements based on the catalog year for which they are admitted.

1. Complete a minimum of 120 semester hours
2. Complete all college and major requirements
3. Achieve a minimum 2.0 CU cumulative grade point average (GPA) and business GPA
4. Complete a minimum of 45 upper division (3000/4000 level) credits
5. Complete a minimum of 30 CU Denver Business course hours in good standing at CU Denver
6. Complete an experiential learning requirement (internship, business study abroad program, or project-based course)
7. Complete MGMT 4500 business capstone in the final semester

Students are responsible for meeting with a Business School Undergraduate Academic Advisor to confirm major requirements upon admission to the CU Denver Business School.