

**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](mailto: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](mailto:undergrad.advising@ucdenver.edu)  
Visit the Business School website [Here](#)  
Business School Building, floor 4  
303-315-8110

**Office of Admissions**

[admissions@ucdenver.edu](mailto: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](http://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.

<b>CORE (GEN ED) TRANSFER COURSES</b>	Colorado Community College Equivalent	Semester Taken	CRS
English Composition I	ENG 121		3
English Composition II	ENG 122		3
Behavioral Science (psych)	GT-SS		3
Social Science: ECON 2012	ECO 201		3
Arts	GT-AH		3
Humanities (Lit, Phil, Hist)	GT-AH		3
International Perspectives	AH/SS/or HI		3
Natural and Physical Science + Lab	GT-SC		4
Natural and Physical Science	GT-SC		4
Finite Math OR College Algebra	MAT 123 or 121		4
Calculus*	MAT 125		4
<b>Total Credit Hours</b>			<b>37</b>

<b>BUSINESS TRANSFER COURSES</b>	Colorado Community College Equivalent	Semester Taken	CRS
Public Speaking	COM 115		3
Intro to Business*	Elective		3
Principles of Accounting I	ACC 121		4
Principles of Accounting II	ACC 122		4
Microeconomics	ECO 202		3
Business Law and Ethics	BUS 216		3
Business Writing	BUS 217		3
Business Statistics	BUS 226		3
<b>Total Credit Hours</b>			<b>26</b>

\*Calculus and Intro to Business are required courses to receive an associates from Colorado Community Colleges, but are not required to earn a business degree from CU Denver. If students take them, they 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 and 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 Academic Advisor to modify this plan.** (Students must demonstrate foreign language proficiency through a 2<sup>nd</sup> semester college-level course equivalent (e.g., SPA 112 or ASL 122), proficiency testing through CU Denver’s Department of Modern Languages, or submitting their high school transcript demonstrating completion of a 2<sup>nd</sup> year (Level II) high school course with a minimum grade of “C-” (1.7) in the 2<sup>nd</sup> semester of the 2<sup>nd</sup> year).

Year One	Semester 1		CRS	Semester 2	CRS
	ISMG 2050 Intro to Business Problem Solving	3			
BUSN 1200 Career and Professional Development*	3	FNCE 3000 Principles of Finance	3		
BANA 3000 Operations Management	3	MKTG 3100 Marketing Research	3		
MGMT 3000 Managing Individuals and Teams	3	MKTG Upper Division Elective	3		
MKTG 3000 Principles of Marketing	3	MKTG Upper Division Elective	3		
<b>TOTAL SEMESTER HOURS</b>	<b>15</b>	<b>TOTAL SEMESTER HOURS</b>	<b>15</b>		

  

Year Two	Semester 3		CRS	Semester 4	CRS
	MKTG 4050 Applied Marketing Management	3			
MKTG Upper Division Elective	3	MKTG Upper Division Elective	3		
MKTG Upper Division Elective	3	MKTG Upper Division Elective	3		
MKTG Upper Division Elective	3	International Studies	3		
Cultural Diversity	3	International Perspectives (General Elective)**	3		
<b>TOTAL SEMESTER HOURS</b>	<b>15</b>	<b>TOTAL SEMESTER HOURS</b>	<b>15</b>		

\*May be replaced with a general elective if student transfers in with 60 or more credit hours

\*\*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

**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. Residency: complete a minimum of 30 CU Denver Business course hours in good standing at CU Denver
6. Complete an experiential learning credit (internship, study abroad program, service learning, or project-based course)
7. Complete business capstone in the final semester

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