

BSBA Requirements – Marketing Major

For Students Entering DU in the 2024 – 2025 Academic Year



Daniels College of Business
UNIVERSITY OF DENVER | Undergraduate Programs

University Common Curriculum Requirements

<input type="checkbox"/> FSEM 1111	4
<input type="checkbox"/> WRIT 1122 Prereq: FSEM	4
<input type="checkbox"/> WRIT 1133 Prereq: WRIT 1122	4
<input type="checkbox"/> Language sequence	4-12
<input type="checkbox"/> AI Society (two different disciplines)	8
<input type="checkbox"/> MATH 1200 or 1951 (fulfills AI Natural)	4
<input type="checkbox"/> ECON 1020 (fulfills first SI Society)	4
<input type="checkbox"/> SI Society	4
<input type="checkbox"/> SI Natural sequence	12
<input type="checkbox"/> ASEM Prereq: Junior Standing	4
Total Hours	52 – 60

Business Core Requirements

<input type="checkbox"/> BUS 1440	4
<input type="checkbox"/> BUS 1099	0
<input type="checkbox"/> INFO 1010	4
<input type="checkbox"/> INFO 1020 Prereqs: MATH 1200 & INFO 1010	4
<input type="checkbox"/> MGMT 2100 Prereq: BUS 1440	4
<input type="checkbox"/> MKTG 2800 Prereqs: MGMT 2100, INFO 1020, & Sophomore Standing	4
<input type="checkbox"/> LGST 2000	4
Prereqs: BUS 1440 & Sophomore Standing	
<input type="checkbox"/> INFO 2020 Prereqs: INFO 1020 & Excel	4
<input type="checkbox"/> ACTG 2200	4
Prereqs: INFO 1010, MATH 1200, ECON 1020, & Excel	

Admission to Daniels required for classes below:

<input type="checkbox"/> BUS 2099 Prereq: BUS 1099	0
<input type="checkbox"/> ACTG 2300 Prereq: ACTG 2200	4
<input type="checkbox"/> FIN 2800 Prereq: ACTG 2200	4
<input type="checkbox"/> BUS 3000 Prereq: BUS 1099	4
<input type="checkbox"/> MGMT 3000 Prereqs: All Microsoft certifications, MKTG 2800, LGST 2000, INFO 2020, ACTG 2300, FIN 2800, BUS 2099, & BUS 3000	4
<input type="checkbox"/> BUS 3099 Prereq: BUS 2099	0
<input type="checkbox"/> BUS 3800	4
Prereq: BUS 3099; Coreq/Prereq: MGMT 3000	
Total Hours	52

Marketing Major Requirements

MKTG 2800 is a prerequisite to all major courses

<input type="checkbox"/> MKTG 2910	4
<input type="checkbox"/> MKTG 2930	4
<input type="checkbox"/> MKTG 3110	4
<input type="checkbox"/> MKTG 3480	4
<input type="checkbox"/> MKTG 3630	4
<input type="checkbox"/> MKTG 3950	4
Prereqs: MKTG 2910, MKTG 2930, & Senior Standing	
<input type="checkbox"/> MKTG elective	4
<input type="checkbox"/> MKTG elective	4
<input type="checkbox"/> MKTG elective	4
Total Hours	36

General Electives (Including Minors)

<input type="checkbox"/> INTZ 2501 if studying abroad	2
Total Hours	37 – 45

Total Hours Required to Graduate	185
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Admission to Daniels

There are three possible admission routes into Daniels:

1. **Direct admission** upon application to the University of Denver, based on indication of business interest on application and eligibility for university merit scholarships.
2. **Fast track admission** upon completing two quarters as a full-time student at DU with a 3.5 cumulative GPA or higher, including successful completion of MATH 1200 or 1951.
3. **Pre-business Pathway** completion of the following classes and requirements: MATH 1200/1951, BUS 1440, INFO 1010, INFO 1020, ECON 1020, BUS 1099, and Microsoft Excel, Word, and PowerPoint certifications. A 2.5 minimum cumulative GPA is required to apply. Completion of these requirements does not guarantee admission.

Daniels Co-Curricular Requirements

- Microsoft Certification (MOS) requires standard levels of proficiency in the most recent version of Excel, Word, and PowerPoint; it is a DCB application requirement and a graduation requirement.
- The Daniels Professional Development Program prepares students to achieve success in their professional careers. Students take BUS 1099, BUS 2099, and BUS 3099 as 0 credit courses to complete these requirements.
- Students will be required to take assessment exams to show mastery of key learning outcomes and retention of course content within the business core. The following courses will be assessed: ACTG 2200, ACTG 2300, BUS 1440, BUS 3000, FIN 2800, INFO 1010, INFO 1020, INFO 2020, LGST 2000, MGMT 2100, MGMT 3000, and MKTG 2800.
- Marketing majors fulfill the Daniels International Experience requirement through registration for MKTG 2945 or MKTG 3630.
 - Students who study abroad are required to take INTZ 2501 (2 credits) up to one year prior to going abroad.

Daniels and University Policies

- Only grades of "C-" or above may be used in completing all courses taken within Daniels, and ECON 1020, and MATH 1200/1951.
- Repeated courses count toward the GPA calculation but not toward overall hours.
- A minimum GPA of 2.0 is required for all major course work, all business course work, and overall cumulative GPA in order to graduate.
- Elective credits may be applied toward a minor within or outside Daniels (other than general business minor), a second major, or fulfilled through course work from any campus unit(s) with the exception of University College. To create a well-rounded academic experience, students are strongly encouraged to take elective hours outside of the Daniels College of Business.
- At least 50% of required business courses must be completed at Daniels.
- Students may earn a maximum of 10 hours of independent study, and a maximum of 10 hours of internship credit.

Additional Advising Information

- All advising and PIN deletion for business majors past the first year is through Daniels Undergraduate Programs, located in Margery Reed Hall. Visit the Canvas page (Canvas.du.edu) for more information about the curriculum (including course titles and descriptions) and ways to be involved and engaged as an undergraduate business student.
- For specific faculty questions, visit the Marketing department in Daniels College of Business 480.