

CONCENTRATION IN MARKETING

While many rules and specific regulations apply to taking courses and many generalizations can be made regarding the sequencing of courses, there is no substitute for working with an academic advisor to plan your educational career. This tool provides the specific regulations as a way to illustrate how the curriculum works, in general, for most students. Please take the time to visit with your advisor each semester as s/he is skilled in academic planning and can help you understand how the curriculum can be tailored to meet your individual needs.

Recommended Course Sequence

| Freshman | Sophomore | Junior | Senior |
|--|--|--|--|
| All-University Core Curriculum (AUCC) 34-37 Credits | | | |
| CO150 (Written Communication, 1A) ECON202 (Social/Behavioral Sciences, 3C) MATH141 (Mathematics, 1B) Lab Science (Biological/Physical Sciences, 3A) Historical Perspectives (3D) Arts & Humanities (3B) | Global & Cultural Awareness (3E) Science (Biological/Physical Sciences, 3A) ECON204 Arts & Humanities (3B) STAT204 | Additional Communication (2B) Students MUST complete CO150 and MATH141 by the time they complete 60 credits to avoid a registration hold. | Usually students are finished with the AUCC by the time they reach this level. |
| Business Core 34 Credits | | | |
| BUS100 BUS150 | ACT210 → ACT220 CIS200 BUS300 (2B) BUS260 | MKT300 FIN300 MGT301 | MGT320 BUS479 |

Marketing Concentration 21 Credits

| | | | |
|--|--|--|--|
| | | MKT361 MKT410 MKT310 MKT Elective | MKT479 MKT Elective MKT Elective |
|--|--|--|--|

Electives 28-31 Credits (Includes Non-Business Electives 17-20 Credits & Free Electives 11 Credits)

| | | | |
|---|--|---|---|
| Non-Business Elective Non-Business Elective Non-Business Elective | Non-Business Elective Non-Business Elective | Non-Business Elective Free Elective UD Free Elective (300+ level) | Free Elective UD Free Elective (300+ level) Non-Business Elective |
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Marketing Courses

| Course..... | Title..... | Pre-requisite(s); semester(s) offered; other information |
|---|---|--|
| MKT310 | Marketing Decision Making | FIN 300 or FIN 305; MKT 300 or MKT 305; fall, spring |
| MKT361 | Buyer Behavior | MKT300 or MKT305; fall, spring |
| MKT410 | Marketing Research | STAT204, MKT300 or MKT305; fall, spring |
| MKT479 | Marketing Strategy and Management | MKT310 and MKT410; seniors only; fall, spring |
| MKT Electives – Choose 3 of the following: | | |
| MKT320 | Integrated Marketing Communications | MKT300 or MKT305; fall, spring |
| MKT330 | Business Customer Relationships | MKT300 or MKT305; fall, spring |
| MKT/DM360 | Retailing | MKT300 or MKT305; spring only |
| MKT362 | Professional Selling | MKT300 or MKT305; fall, spring |
| MKT363 | Sales Management | MKT300 or MKT305; spring only |
| MKT364 | Product Development and Management | MKT300 or MKT305; fall only |
| MKT365 | International Marketing | MKT300 or MKT305; fall, spring |
| MKT366 | Services Marketing | MKT300 or MKT305; spring and summer |
| MKT440 | Pricing and Financial Analysis in Marketing | MKT300 or MKT305; fall, spring |
| MKT487 | Internship | |
| MKT492 | Seminar (topics vary by semester) | MKT300 or MKT305; Topics vary by semester |

Internship Coordinator

Joie Dennis • 023 Rockwell Hall • (970) 491-0638 • joie.dennis@colostate.edu

Website: <http://www.biz.colostate.edu/marketing/internships/pages/default.aspx>

TO SCHEDULE AN APPOINTMENT WITH YOUR ADVISOR

<http://www.csubz.us/adsced>

