Leeds School of Business
UNIVERSITY OF COLORADO BOULDER

SAMPLE Four Year Plan

BS in Business Administration: Marketing Area of Emphasis

Catalog Year 2016-2017

The curriculum in the Leeds School of Business is structured so that students move through classes in a prescribed order. Prerequisites are important and are strongly enforced. This is a sample plan for completing a business degree in eight semesters. Students are not limited to this plan; it is meant to be used as a guide for planning purposes.

First Year

Fall	credits		Spring	credits	
BCOR 1015: World of Business	3		BCOR 1025: Data Analysis	3	
ECON 2010: Microeconomics	4		ECON 2020: Macroeconomics	4	
MATH 1112: Mathematical Analysis in Business	4		BCOR 1030: Communication Strategy	3	
WRTG 1150/1250: Lower Div. Written Comm	3		Choose: Arts & Sciences Core	3	
BADM 1250: First-Year Seminar	1		Choose: Arts & Sciences Core	3	
	Total: 15			Total: 16	

First Year Advising Notes: The classes recommended during the first two years are the same regardless of which area of emphasis you declare. BCOR 1015, BCOR 1025, MATH 1112, ECON 2010, and 26 credit hours completed are prerequisites to all other BCOR classes and should be finished by the end of the first year.

Goals: Talk to your academic advisor about your interests and goals and begin to understand career options for Marketing majors. Begin to customize your plan--consider minor, certificate, and dual degree options. Explore student groups and join one that feels right for you. Consider joining the CU Marketing Association. Apply for the Young Alumni Mentoring Program (YAMS) in the spring.

After your first year: Get a summer job to start building your resume and begin networking.

Second Year

Fall			Spring		
BCOR 2001: Principles of Mgmt & Mktg	3		BASE 2101	3	
BCOR 2002: Principles of Acct & Fnce	3		BASE 2102 *BCOR Applied Semester*	3	
BCOR 2003: Business Law, Ethics & Soc. Resp.	3		BASE 2103 *Experience*	3	
Choose: Arts & Sciences Core	3		BASE 2104	3	
Choose: Arts & Sciences Core	3		Choose: Arts & Sciences Core	3	
	Total: 15			Total: 15	

Second Year Advising Notes: To stay on track, complete all BCOR classes by the end of your 3rd semester. If you are planning on a dual degree, minor, or certificate, see your advisor about how to best use your non-business electives.

Goals: Continue to explore marketing careers and how your interests and skills might fit into a career path. Explore leadership positions within student organizations and apply for the Leeds Professional Mentoring Program in the spring. If you are considering studying abroad, research program options and talk to your advisor about how it will fit in your plan. The marketing classes have strict prerequisites - make sure to check with your advisor to make sure you are on track for graduation.

After your second year: Work with Career Development to pursue a marketing internship.

Third Year

Fall

MKTG 3250: Buyer Behavior	3	
MKTG 3350: Marketing Research	3	
Choose: Business Elective Course	3	
Choose: Non-Business Elective Course	3	
Choose: Non-Business Elective Course	3	
	Total: 15	

Spring

MKTG 4250: Product Strategy	3	
MKTG 4300: Pricing & Channels of Distribution	3	
Choose: Business Elective Course	3	
Choose: Arts & Sciences Core	3	
Choose: Arts & Sciences Core	3	
	Total: 15	

Third Year Advising Notes: Students must take MKTG 3250 and 3350 as prerequisites for all other marketing classes. Study abroad is possible within this plan, and most students go for a semester during their third year. Talk to your advisor about how to adjust your plan for study abroad. If you are planning to complete a certificate within Leeds, you should begin certificate classes in your third year.

Goals: Research specific career options. Attend the Leeds and campus career fairs as well as networking events and employer information meetings. Pursue a leadership position within a student organization or volunteer group. Get to know your professors, especially in marketing. Participate in a Careeer Trek to network and learn more about industries and companies.

After your third year: Work with the Career Development office to pursue a relevant internship. Take the GMAT if you are thinking about graduate school.

Fourth Year

Fall

MKTG 4550: Advertising & Promotion Managemen	3	
Choose: Business Elective Course	3	
Choose: Business Elective Course	3	
Choose: Non-Business Elective Course	3	
Choose: Non-Business Elective Course	3	
	total: 15	

Spring

MKTG 4850: Senior Seminar in Marketing	3	
Choose: Business Elective Course	3	
Choose: Arts & Sciences Core	3	
Choose: Non-Business Elective Course	3	
Choose: Non-Business Elective Course	2	
	total: 14	

Fourth Year Advising Notes: Apply for graduation online through MyCUInfo by September of senior year. Meet with your academic advisor for your required senior checkout appointment.

Goals: Work with Career Development to perfect your resume and cover letter, and start getting your applications out. Attend networking events, career fairs and employer information meetings. Talk to everyone you meet about your career goals and ambitions--you never know where a great opportunity might come from. Read professional journals and consider a student membership in a professional organization. Participate in a Career Trek.

Arts & Sciences Core

Business students are required to complete general education requirements that are part of the Arts & Sciences Core Curriculum. These classes can be taken in any order as long as prerequisites are met. Most A&S Core classes will not specifically relate to your major, but will help develop essential career skills: high-level critical thinking, writing, and global perspectives. Students will choose classes from the following categories:

Historical Context-3 credits
Human Diversity-3 credits
Ideals & Values-3 credits
US Context-3 credits
Natural Science-6 credits
Literature & Arts (lower division)-3 credits
Literature & Arts (upper division)-3 credits
Written Communication (lower division)-3 credits

For a full listing of classes that fulfill these core categories, check your degree audit, or look online:
http://www.colorado.edu/ArtsSciences/students/undergraduates/core_curriculum.html

Non-Business Electives

Leeds students are required to take 17 credits of non-business electives. If you have any MAPS deficiencies, the required MAPS classes typically count as non-business electives. Electives that business students will find helpful for their future career include classes in economics, technology, programming, math, communication and writing. Classes that involve numerical and statistical analysis will be especially helpful for business decision making. Some electives that Marketing students will find helpful for their future career include classes in writing, speech, communication, advertising, sociology, psychology, and Technology, Arts & Media. Although you can choose to take any non-business electives that interest you as long as you meet the prerequisites, we strongly encourage you to use your electives in a purposeful way that will help you to customize your program.

Consider these options (some classes have prerequisites):

APRD 1000: Idea Industries
APRD 1001: Creative Concepts
APRD 1002: Intro to Branding Strategy
ATLS 2000: The Meaning of Information Tech*
ATLS 2100: Image*
ATLS 2200: Web*
ATLS 2300: Text*
ATLS 2400: Code*
COMM 1210: Perspectives on Human Comm.
COMM 2500: Interpersonal Communication
ECON 3070: Intermediate Microeconomic Theory
ENGL 1191: Creative Writing
CSCI 1300: Computer Science I
PSYC 1001: Intro to Psychology
PSYC 2606: Social Psychology
SOCY 1001: Intro to Sociology
SOCY 2041: The Social Construction of Reality

**ATLS classes are restricted to students enrolled in the TAM minor or certificate program. If you would like to take these classes you should consider applying to the TAM program.*

Business Electives

Leeds students are required to take 16 credits of Business Electives. Any class taught in the Business School that is not required for BCOR or your area of emphasis can count. Consider a certificate or choose classes that will help you prepare for a career in marketing. Classes required for a second area of emphasis could also count as Business Electives.

Consider these options (some classes have prerequisites):

ACCT 3320: Cost Management
BADM 3880: Business of Sports (summer only)
FNCE 3010: Corporate Finance
MKTG 3050 Customer Analytics
MKTG 3100: Professional Selling **
MKTG 3150: Sales Management**
MKTG 3700 Digital Marketing**
MKTG 4820: Strategic Brand Management**
MGMT 3030: Critical Leadership
MGMT 3200: Business Analytics
MGMT 3210: Business Application Programming
MGMT 4140: Project Management
MGMT 4220: Business Technologies
BADM 1260: First Year Global Experience (2 credits)
BADM 2010: Excel Lab (1 credit)
INBU 3450: Marketing in the Global Env (*Global Seminar)

***These Marketing classes can not be applied to the Marketing Area of Emphasis*

For a full listing of degree requirements and academic policies, consult the University Catalog:
http://www.colorado.edu/catalog/