

## **Advice for Leeds Marketing Students– How to Be Sure to Graduate in 4 Years**

Congratulations, Leeds students with a marketing area of emphasis! Your marketing education at Leeds will unlock dynamic, strategic, analytical job opportunities. This document provides important information to help you get that great job after four years – not four and a half or five. A study funded by the Gates Foundation estimates that nationally, for every extra year a student takes to graduate at a flagship state university like CU, it costs you, the student, another \$68 K – roughly \$23K for the cost of attendance and roughly \$45K in lost wages.

To graduate with a marketing emphasis from Leeds, you need 120 credit hours and these courses:

- a. All lower division requirements, through BASE 2101-2104, plus
- b. 3000 level requirements: MKTG 3250 Buyer Behavior & MKTG 3350 Marketing Research & Analytics (prerequisite: BASE). Take these in fall of your junior year to graduate in 4 years.
- c. 4000 level requirements: MKTG 4250 Product Strategy; MKTG 4300 Pricing & Channels; MKTG 4550 Advertising & Promotion (prerequisite: MKTG 3250 & 3350). If you are spending a term abroad, take these in the same term to be sure to graduate in 4 years. If you are not going abroad, you can spread these over spring of your junior year and fall of your senior year.
- d. MKTG 4850, the capstone Senior Seminar in Marketing (prerequisite 2 of 3 from 4250, 4300, 4550). Take this in your last term. You can, in a pinch, co-enroll in ONE of the 4000 level courses above, but we discourage it. The only good reasons to co-enroll are if you are doing a double major, or if you are trying to finish all of your upper division requirements in three and a half years.

The key implication is that you can complete all of your 3000 and 4000 level marketing requirements in three semesters, taking only Senior Seminar in the last semester. To do this, take 3250 and 3350 in the same term, and take 4250, 4300, and 4550 in the same term. Even if you study abroad and none of your courses abroad fulfill a Leeds Marketing requirement, you can still finish on time. This schedule also leaves room for electives in one of three new marketing “tracks” described on the next page. Tracks help prepare you for a particular marketing career path. Each track requires three electives, some from marketing, some from outside of marketing.

Are you behind right now? You are behind now if, at the end of the spring term of your sophomore year, you will have less than 60 hours or if you will not have completed BASE 2101-2104.

- If you will have fewer than 60 credits, consider summer school as a way to enter your junior year with 60 credits. You can take classes in Maymester, Summer A, or Summer B during part of the summer term and get back on track without giving up the chance to work most of the summer.
- If you have NOT completed the BASE course in your sophomore year, be sure to take BASE in fall of your junior year. If this applies to you, be absolutely certain to take BOTH MKTG 3250 Buyer Behavior & MKTG 3350 Marketing Research & Analytics during spring of your junior year.

## **Marketing Elective Tracks**

These tracks are intended to help you compete more effectively for jobs in one of these three areas. The Marketing Area of Emphasis Guide has information about Marketing Careers, companies that hire at CU, and resources to learn more. Take *three* courses in each to complete a track.

### **Digital Marketing & Analytics Track**

#### Highly Recommended:

1. Digital Marketing (MKTG 3700)
2. Customer Analytics (MKTG 3050)

#### Recommended:

1. Business Analytics (MGMT 3200 /MKTG 3201)
2. Business Technologies (MGMT 4220)
3. Business Application Programming (MGMT 3210)
4. Code (ATLS 2400)
5. Web (ATLS 2200)

### **Marketing Communications & Account Management Track**

#### Highly Recommended:

1. Digital Marketing (MKTG 3700)
2. Project Management (MGMT 4140)

#### Recommended:

3. Professional Selling (MKTG 3100)
4. Business Analytics (MGMT 3200 /MKTG 3201)
5. Web (ATLS 2200)

### **Sales and Sales Management Track**

#### Highly Recommended:

1. Fundamentals of Professional Selling (MKTG 3100)
2. Sales Management, Leadership and Organization Development (MKTG 3150)

#### Recommended:

1. Digital Marketing (MKTG 3700) or Business Analytics (MGMT 3200/MKTG 3201) or Customer Analytics (MKTG 3050)
2. Critical Leadership Skills (MGMT 3030)
3. Social Psychology (PSYC 2606)