

Four Year Plan: Marketing

Catalog Year 2013-2014

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 the Marketing area of emphasis 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 (no prerequisites)	credits	
BCOR 1010: Intro to Business	3	
ECON 2010: Microeconomics	4	
MATH 1071: Finite Math	3	
WRTG 1150/1250: Lower Div. Written Comm	3	
Total: 13		

Spring (prerequisites noted in parentheses)	credits	
BCOR 1020: Business Statistics (MATH 1071)	3	
ECON 2020: Macroeconomics (ECON 2010)	4	
MATH 1081: Business Calculus (MATH 1071)	3	
Choose: Arts & Sciences Core	3	
Choose: Arts & Sciences Core	3	
Total: 16		

First Year Advising Notes: BCOR 1010 and 1020 are prerequisites to almost all 2000-level BCOR classes and should be finished by the end of the first year. You must complete 26 credits by the end of your first year to be able to take sophomore-level business classes.

Goals: Talk to your academic advisor about your career goals and begin to understand career options for marketing majors. Think about your interests and if you would like to pursue a minor, certificate, or dual degree. Explore student groups and organizations and join one that feels right for you. Consider joining the CU American Marketing Association.

After your first year: Get a summer job! It doesn't have to be a dream internship, but do something to start building your resume and begin networking.

Second Year

Fall (prerequisites noted in parentheses)	credits	
BCOR 2000: Accounting (BCOR 1010 & 1020, 26 cr)	4	
BCOR 2300: Management (BCOR 1010 & 26 cr)	3	
Choose: Arts & Sciences Core	3	
Choose: Arts & Sciences Core	3	
Choose: Non-Business Elective	3	
Total: 16		

Spring (prerequisites noted in parentheses)	credits	
BCOR 2200: Finance (BCOR 1010, 1020 & 2000, ECON & 26 cr)	3	
BCOR 2400: Marketing (BCOR 1010 & 1020, ECON & 26 cr)	3	
BCOR 2500: Operations & Info Mgmt (BCOR 1010 & 1020)	3	
Choose: Arts & Sciences Core	3	
Choose: Non-Business Elective	3	
Total: 15		

Second Year Advising Notes: In order to start marketing area of emphasis classes in your third year, you must complete BCOR 2400 in your second year. 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 learn about 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 in your third year, research program options and talk to your advisor about how it will fit in your plan.

After your second year: Get a summer job or work with Career Connections to pursue a marketing-related internship.

Third Year

Fall (prerequisites noted in parentheses)

MKTG 3250: Buyer Behavior (BCOR 2400 & 52 cr)	3	
MKTG 3350: Marketing Research (BCOR 2400 & 52 cr)	3	
BCOR 3000: Business Law (52 cr)	3	
Choose: Arts & Sciences Core	3	
Choose: Non-Business Elective	3	

Total: 15

Spring (prerequisites noted in parentheses)

MKTG 4250: Product Strategy (MKTG 3250 & 3350)	3	
MKTG 4550: Advertising & Promotion (MKTG 3250 & 3350)	3	
BCOR 3010: Social Responsibility (all lower div. BCOR)	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 courses. 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 may need to begin certificate classes in your third year.

Goals: Begin to 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. Hint: It doesn't have to be a marketing-related club--you could do the marketing for the Spanish club! Get to know your professors, especially in the Marketing department.

After your third year: Work with Career Connections to pursue a marketing-related internship. Take the GMAT if you are thinking about graduate school.

Fourth Year

Fall (prerequisites noted in parentheses)

MKTG 4300: Pricing & Channels of Dist. (MKTG 3250 & 3350)	3	
Choose: Business Elective Course	3	
Choose: Business Elective Course	3	
Choose: Business Elective Course	3	
Choose: Arts & Sciences Core	3	

Total: 15

Spring (prerequisites noted in parentheses)

MKTG 4850: Senior Seminar (MKTG 3250, 3350 and two 4000-level MKTG classes)	3	
Choose: Business Elective Course	3	
Choose: Business Elective Course	3	
Choose: Non-Business Elective	3	
Choose: Non-Business Elective	3	

Total: 15

Fourth Year Advising Notes: Apply for graduation online through MyCUInfo by September of senior year.

Goals: Work with Career Connections to perfect your resume and cover letter, and start getting your applications out there. 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. Consider an internship during the school year. Visit cities where you might want to move after graduation to begin networking. Read professional journals and consider a student membership in a professional organization.

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

Written Communication (upper 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

Most students need 15 credits of non-business electives (confirm by checking your degree audit). If you have any MAPS deficiencies, the required MAPS classes typically count as non-business electives. When choosing electives, ask yourself: What do I enjoy? What would I like to learn more about? Do I want to complete a minor or certificate? In general, 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. Classes that involve numerical and statistical analysis will be especially helpful for marketing decision making. However, you can choose to take any non-business electives that interest you as long as you meet the prerequisites.

Consider these options (some classes have prerequisites or major restrictions):

ATLS 2000: The Meaning of Information Tech*

ATLS 3010: Digital Media 1*

ATLS 3020: Digital Media 2*

COMM 1210: Perspectives on Human Comm.

COMM 1300: Public Speaking

COMM 2500: Interpersonal Communication

ECON 3070: Intermediate Microeconomic Theory

ENGL 1191: Creative Writing

JOUR 1001: Contemporary Media Analysis

JOUR 2403: Princ of Advertising & Consumer Culture

JOUR 3403: Branding and Positioning

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 15 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 complement what you have learned in your area of emphasis. Classes required for a second area of emphasis could also count as Business Electives.

Consider these options:

ACCT 3320: Cost Management

BADM 3880: Business of Sports (summer only)

FNCE 3010: Corporate Finance

INBU 3450: International Marketing**

MKTG 3150: Sales Management**

MKTG 3825: Digital Marketing**

MKTG 4820: Strategic Brand Management**

MGMT 3030: Critical Leadership

MGMT 3200: Business Intelligence

MGMT 4140: Project Management

MGMT 4220: Business Technologies

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