

BSBA Requirements – Marketing Major

For Students Entering DU in the 2025 – 2026 Academic Year

University Common Curriculum Requirements

<input type="checkbox"/> FSEM 1111	4
<input type="checkbox"/> WRIT 1122	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 (a different discipline than ECON)	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 Coreq: INFO 1011	4
<input type="checkbox"/> INFO 1020 Coreq: INFO 1021; Prereqs: MATH 1200 & INFO 1010	4
<input type="checkbox"/> MGMT 2100 Prereq: BUS 1440 <i>Note: LDRS 2017 & LDRS 2019 fulfill this requirement</i>	4
<input type="checkbox"/> MKTG 2800 Prereqs: MGMT 2100, INFO 1020, & Sophomore Standing	4
<input type="checkbox"/> LGST 2000 Prereqs: BUS 1440 & Sophomore Standing	4
<input type="checkbox"/> INFO 2020 Prereqs: INFO 1020 & Excel	4
<input type="checkbox"/> ACTG 2200 Prereqs: INFO 1010, MATH 1200, ECON 1020, & Excel	4

BSBA degree required for these classes:

<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 & Junior Standing	0
<input type="checkbox"/> BUS 3800 Prereq: BUS 3099; Prereq/Coreq: MGMT 3000	4
Total Hours	52

Marketing Major Requirements

MKTG 2800 is a prerequisite for 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 Prereqs: MKTG 2910, MKTG 2930, & Senior Standing	4
<input type="checkbox"/> MKTG 2000- or 3000-level elective	4
<input type="checkbox"/> MKTG 2000- or 3000-level elective	4
<input type="checkbox"/> MKTG 2000- or 3000-level 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
---	------------

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 prerequisite for multiple Business Core classes and a graduation requirement.
- The Daniels Professional Development Program (DPDP) 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.
- Marketing majors fulfill the Daniels International Experience requirement by completing MKTG 3630 with a grade of “C-” or higher.
 - International students meet the International Experience requirement by virtue of studying at DU.
 - 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, unless students apply for GPA replacement.
 - If a student repeats a course in which they earned a “D-” or higher, repeating the course does not generate additional credit hours toward the minimum requirements for graduation.
- A minimum GPA of 2.0 is required for all major course work, all business course work, and overall cumulative GPA 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/the College of Professional Studies. 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. Study abroad classes do not count toward the 50% requirement for courses completed at Daniels; please consult your Daniels advisor if you have questions.
- Students may earn a maximum of 10 hours of independent study, and a maximum of 10 hours of internship credit.

Additional Advising Information

- Visit the Daniels Undergraduate Programs Canvas page (<https://canvas.du.edu>) for more information about the curriculum and ways to be involved and engaged as an undergraduate business student. Advising hold removal for first-year Marketing majors is through the Office of Academic Advising, located in Community Commons suite 3100.
- All advising hold removal for business majors past the first year is through the Daniels Student Success Center, located in Daniels College of Business suite 255.
- For specific faculty questions, visit the Marketing department in Daniels College of Business suite 480.