

MARKETING MAJOR (BS)

Department website (<https://www.uwp.edu/learn/programs/marketingmajor.cfm>)

College: College of Business, Economics, and Computing

Common Fundamental, Preparation, and Core Course Requirements for all Business Majors

Business students should declare a major, and concentration if applicable, as soon as possible to stay on track toward graduation.

The following common requirements for all degrees in the business department are in addition to the university general education requirements.

| Code | Title | Credits |
|--|---|-----------|
| Fundamental Preparation Courses ¹ | | |
| A minimum grade of C or better is required in each course below (C- is not acceptable) | | |
| <i>Required Courses</i> | | |
| ECON 120 | Principles of Microeconomics | 3 |
| ECON 121 | Principles of Macroeconomics | 3 |
| QM 110 | Applied Quantitative Analysis in Business | 3 |
| SPCH 105 | Public Speaking | 3 |
| <i>Advanced Writing Course</i> | | |
| Select one of the following: | | 3 |
| ENGL 201 | Advanced Composition | |
| ENGL 202 | Technical Writing | |
| ENGL 204 | Writing for Business and Industry | |
| Fundamental Preparation Courses Subtotal | | 15 |
| Business Preparation Courses ¹ | | |
| A minimum grade of C or better is required in each course below (C- is not acceptable) | | |
| ACCT 201 | Financial Accounting | 3 |
| ACCT 202 | Managerial Accounting | 3 |
| BUS 272 | Legal Environment of Business | 3 |
| QM 210 | Business Statistics I | 3 |
| QM 310 | Business Statistics II | 3 |
| Business Preparation Courses Subtotal | | 15 |
| Business Foundation Core Courses ² | | |
| Students must acquire an overall average GPA of 2.5 in 300/400 level foundation, major and concentration courses | | |
| QM 319 | Operations Management | 3 |
| MIS 320 | Management Information Systems | 3 |
| FIN 330 | Managerial Finance | 3 |
| MGT 349 | Organizational Behavior | 3 |
| MKT 350 | Marketing Principles | 3 |
| BUS 495 | Capstone in Strategic Management | 3 |
| Business Foundation Core Courses Subtotal | | 18 |
| Total Credits | | 48 |

1

Approved transfer classes worth fewer credits than the equivalent class can reduce the 15 credit requirement.

2

Approved transfer classes worth fewer credits than the equivalent class can reduce the 18 credit requirement.

Prerequisites for 300-400 level business courses:

- Major declared and accepted;
- Completion of a minimum of 54 credits;
- Minimum overall GPA of 2.00 (calculated with and without transfer grades);
- Be within 12 or fewer credits of completing general education requirements.

Requirements for the Marketing Major

Students should declare the marketing major as soon as possible to stay on track toward graduation. The marketing program at UW-Parkside includes fundamental and business preparation courses (30 credits), upper-level foundation courses (18 credits), and marketing courses (18 credits).

Career possibilities include account executive, advertising manager, communication director, international buyers, market research analyst, product development director.

| Code | Title | Credits |
|---|-------------------------------|---------|
| Common Fundamental, Preparation, and Core Courses | | |
| Details of this common requirement are listed on the OVERVIEW tab | | |
| Fundamental Preparation Courses | | 15 |
| Business Preparation Courses | | 15 |
| Business Foundation Core Courses | | 18 |
| Common Fundamental, Preparation, and Core Courses Subtotal | | 48 |
| Marketing Courses | | |
| <i>Required Courses</i> | | |
| MKT 354 | Marketing Research | 3 |
| MKT 355 | Buyer Behavior | 3 |
| MKT 358 | Promotions Management | 3 |
| MKT 455 | Marketing Management | 3 |
| MKT 452 | Product Management | 3 |
| | or MKT 458 Personal Selling | |
| <i>Elective Course</i> | | |
| Select one of the following: | | 3 |
| BUS 432 | Services Management | |
| MKT 353 | Internet Marketing | |
| MKT 356 | Global Marketing | |
| MKT 357 | Multicultural Marketing | |
| MKT 452 | Product Management | |
| MKT 458 | Personal Selling | |
| MKT 467 | Selling of Financial Services | |
| MKT 469 | Advanced Personal Selling | |
| MKT 490 | Special Topics in Marketing | |
| MKT 494 | Internship | |

| | |
|----------------------------|-----------|
| Marketing Courses Subtotal | 18 |
| Total Credits | 66 |

General University Degree Requirements (Bachelor's Degree)

In addition to individual program requirements, students must also fulfill the following requirements:

| Requirement | Credits |
|--------------------|---------|
| Skills | 7-8 |
| General Education | 36 |
| Foreign Language** | 6-8 |
| Ethnic Diversity | 3 |
| Total | 52-55 |

** Transfer students in sustainable management, and health information management and technology collaborative, online degree-completion programs, the business management online degree-completion program, and the flexible option degree-completion program will be exempt from the university's foreign language requirement. See appropriate academic section for further information.

Skills Requirement (<https://catalog.uwp.edu/policies/#skills>)

| Code | Title | Credits |
|------------------------------|-------------------------|------------|
| Reading and Writing | | |
| ENGL 101 | Composition and Reading | 3 |
| Computational Skills | | |
| Select one of the following: | | 4-5 |
| MATH 102 | Survey of Mathematics | |
| MATH 103 | Elementary Statistics | |
| MATH 104 | Quantitative Reasoning | |
| MATH 111 | College Algebra I | |
| Total Credits | | 7-8 |

General Education (<https://catalog.uwp.edu/policies/#general>)

- General Education Course List (<https://catalog.uwp.edu/programs/general-education-program/#coursestext>)

Foreign Language (<https://catalog.uwp.edu/policies/#language>)

Ethnic Diversity (<https://catalog.uwp.edu/policies/#ethnic>)

Degree Requirements

| Requirement | Credits |
|--|----------------|
| Minimum Total Credits | 120 |
| Upper Level Credits (300 level or above) | 36 |
| Residency | 30 of final 60 |

Cumulative Degree GPA: 2.0 minimum