**MARKETING, COMPREHENSIVE MAJOR**

(Code 840-000)

**University Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE**

**Credit Requirements**

- Minimum total for graduation: 120
- Upper division credits (courses numbered 300 and higher): 39
- Liberal Education Core: 36
- Academic Concentrations

**Grade Point Requirements**

- Total: 2.00 average
- Resident: 2.00 average
- Major: 2.00 average
- Minor: 2.00 average
- Certificate: 2.00 average

**University Residency Requirements**

- Minimum total: 30
- Senior year: 23
- Major, Standard, upper division in residence: 12
- Major, Comprehensive, upper division in residence: 21
- Certificate: 25 percent of credits

**Procedures Required for Graduation**

- Obtain admission to the degree program and/or the College offering it.
- Apply for graduation on CampS.

1. Certain programs exceed this minimum.
2. See special requirements in each College.
3. See special requirements for the College of Education and Human Sciences.

**Liberal Education Core**

The University of Wisconsin-Eau Claire measures learning outcomes to ensure that its graduates have achieved a liberal education and prepared themselves to contribute to a complex society. Upon graduation, each undergraduate will have met the four learning goals of our liberal education core and the 11 learning outcomes they comprise.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Knowledge Goal**

- Knowledge Outcome 1 (K1): Natural Sciences: Two (2) learning experiences
- Knowledge Outcome 2 (K2): Social Sciences: Two (2) learning experiences
- One experience in laboratory science must be selected from either K1 or K2.

**Skills Goal**

- Skills Outcome 1 (S1): Written and Oral Communication: Two (2) learning experiences
- Skills Outcome 2 (S2): Mathematics: One (1) learning experience
- Skills Outcome 3 (S3): Creativity: One (1) learning experience

**Responsibility Goal**

- Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity: Two (2) learning experiences
- Responsibility Outcome 2 (R2): Global Perspectives: One (1) learning experience
- Responsibility Outcome 3 (R3): Civic and Environmental Issues: One (1) learning experience

**Integration Goal**

- Integration Outcome 1 (I1): Integration: Two (2) learning experiences

**Service-Learning Goal**

- Service-Learning: 30 hours

**College Degree Requirements**

**Bachelor of Business Administration Degree Requirements**

**Credits for Graduation**

All candidates for the BBA degree need a minimum of 120 credits to graduate, to include a minimum of 48 semester credits in courses other than those offered by the College of Business. The Health Care Administration major is exempt from the 48-credit requirement.

**Student Professional Development Program**

All students pursuing a major in the College of Business must complete the Student Professional Development Workshops. The program is designed to equip students with the skills needed to present themselves in a professional manner during their job search and to other professionals once they enter their chosen careers. **Students are highly encouraged to complete the workshops prior to the end of their third semester on campus. The workshops are prerequisites for a number of 300 level courses in the College of Business Core and need to be completed prior to registration for those courses.**

The program consists of four workshops: Becoming a Business Professional, Professional Appearance, Developing your Professional Profile, and Professional Etiquette. For more information, visit the College of Business website (http://www.uwec.edu/academics/college-business/academic-resources/student-professional-development-program).
Grade Point Requirements
Candidates for the BBA degree must earn a minimum GPA of 2.00 in their major and in courses taken in residence. (See the special requirements for the Comprehensive Major in Accounting and Health Care Administration.) If a minor is required, or is to be listed as an official minor, the candidate must earn a minimum GPA of 2.00 in the minor.

- No course may be taken on a Satisfactory/Unsatisfactory basis as part of a major, minor, or certificate described by one of the departments in the College of Business.
- Business courses may be taken on a Satisfactory/Unsatisfactory basis only concurrent with or following completion of the student’s major or business minor.

Major Requirements
Marketing involves the performance of activities that facilitate exchange, such as buying, selling, pricing, and transporting. Marketing is done by business organizations, nonprofit entities, even individuals like political candidates, using strategies appealing to final consumers, organizational buyers, and other publics. Careers in marketing typically begin with sales jobs and retail store management training, and progress (often with graduate study) to the management of functions like sales, advertising, distribution, market research, and purchasing.

Proficiency Requirements
Proficiency requirements include basic prerequisite courses and/or entry-level competencies for the major. These are not counted as credits in the major.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 103</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MATH 109</td>
<td>Algebra for Calculus 1</td>
<td>4</td>
</tr>
<tr>
<td>MATH 246</td>
<td>Elementary Statistics</td>
<td>4</td>
</tr>
</tbody>
</table>

1. MATH 109 or beyond, or competency to enter MATH 111

The BUSCORE
The BUSCORE is the common body of courses taken by all BBA students with the exception of the Health Care Administration major. It consists of the following courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 201</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>BCOM 206</td>
<td>Business Writing 1</td>
<td>2</td>
</tr>
<tr>
<td>BCOM 207</td>
<td>Business Presentations 2</td>
<td>2</td>
</tr>
<tr>
<td>IS 240</td>
<td>Information Systems in Business</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 300</td>
<td>Diversity in the Workplace</td>
<td>1</td>
</tr>
<tr>
<td>BSAD 305</td>
<td>Legal and Regulatory Environment</td>
<td>2</td>
</tr>
<tr>
<td>FIN 320</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 330</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 340</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 341</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 449</td>
<td>Strategic Management in a Global Business Environment</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits 28

Requirements for the Marketing Major
Sixty semester credits, including the 28 credit BUSCORE and 32 additional credits as follows:

**Required Courses** 15
- ACCT 312 Managerial Accounting 3
- MKTG 331 Buyer Behavior 3
- MKTG 334 Marketing Research 3
- MKTG 338 Marketing Analytics and Technology 3
- MKTG 438 Marketing Management 3

**Marketing Electives - Select from the following** 17
- MKTG 332 Marketing Communications and Promotion Analysis
- MKTG 335 International Marketing
- MKTG 336 Business Logistics Management
- MKTG 337 Professional Selling
- MKTG 398 Internship Program I
- MKTG 425 Marketing in Service Organizations
- MKTG 432 Retail Management
- MKTG 433 Sales Management
- MKTG 434 Advanced Marketing Analytics
- MKTG 437 Business-to-Business Marketing
- MKTG 491 Selected Topics
- MGMT 343 Supply Chain Management 1
- MGMT 441 Service Operations Management 1
- BCOM 306 Advanced Business Writing 2
- BCOM 307 Advanced Business Presentations 2
- BCOM 405 Advanced Business Communications 2
- BSAD 180 Foundations for Success in Business
- BSAD 306 Business Law

1. With one course at most from MGMT 343, MGMT 441
2. With two courses at most from BCOM 306, BCOM 307, BCOM 405. The Marketing faculty recommend the Advanced Business Communication certificate for Marketing majors.

HIP Assessment
General Marketing majors must complete the High Impact Practices (HIP) assessment during their last semester.