# Marketing, Marketing Analytics Emphasis, Comprehensive Major

**University Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Code 840-002</td>
<td>MARKETING, MARKETING ANALYTICS EMPHASIS, COMPREHENSIVE MAJOR</td>
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</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.

### 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.

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<td></td>
<td>LIBERAL EDUCATION CORE REQUIREMENTS</td>
<td>a minimum of 36 credits</td>
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### Knowledge Goal

- **Knowledge Outcome 1 (K1): Natural Sciences**: Two (2) learning experiences
- **Knowledge Outcome 2 (K2): Social Sciences**: Two (2) learning experiences
- **Knowledge Outcome 3 (K3): Humanities**: Two (2) learning experiences
- **Knowledge Outcome 4 (K4): Fine Arts**: One (1) learning experience
- **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 pursing 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
The Marketing Analytics emphasis is designed to help prepare marketing students for success in analytical marketing decision-making. It places emphasis on analyzing marketing databases using the latest software technology. This emphasis is designed to meet the growing demands for analytical decision-making in merchandising, purchasing, retailing, internet marketing, fact-based selling, and integrated marketing communications.

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:

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<tbody>
<tr>
<td>ACCT 201</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>BCOM 206</td>
<td>Business Writing</td>
<td>3</td>
</tr>
<tr>
<td>BCOM 207</td>
<td>Business Presentations</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>
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</table>

Total Credits 28

1. Students who earn less than a B- (B minus) in BCOM 206 must complete BCOM 216 with a grade of C or above.
2. Students must earn a B- (B minus) or higher in BCOM 207.
3. MGMT 449 is a capstone course that requires prior completion of all other BUSCORE courses. This prerequisite is strictly enforced.

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

Required Courses

- ACCT 312 Managerial Accounting 3
- IS 290 Introduction to Database Applications 3
- MKTG 332 Marketing Communications and Promotion Analysis 3
- MKTG 334 Marketing Research 3
- MKTG 338 Marketing Analytics and Technology 3
- MKTG 434 Advanced Marketing Analytics 3
- MKTG 438 Marketing Management 3

Electives - Select from the following: 11

- MKTG 331 Buyer Behavior
- MKTG 335 International Marketing
- MKTG 337 Professional Selling 2
- MKTG 398 Internship Program I
- MKTG 425 Marketing in Service Organizations
- MKTG 432 Retail Management 2
- MKTG 433 Sales Management
- MKTG 490 Advanced Sales Topics
- MKTG 491 Selected Topics
- BCOM 306 Advanced Business Writing 1
- BCOM 307 Advanced Business Presentations 1
- BCOM 405 Advanced Business Communications 1
- BSAD 180 Foundations for Success in Business
- BSAD 306 Business Law

1. with one course at most from BCOM 306, BCOM 307, BCOM 405
2. MKTG 337 or MKTG 432 are strongly recommended.

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