MANAGEMENT AND MARKETING

Schneider Social Science 400E
715-836-3677
www.uwec.edu/mgmtmktg

The Department of Management and Marketing offers comprehensive majors in Management, Entrepreneurship, Human Resources, Operations/Supply Chain Management, Marketing, International Business, and Health Care Administration, as well as a standard major in Business Administration. The Marketing major offers emphases in Professional Sales and Marketing Analytics, in addition to the general Marketing option. The Health Care Administration major is targeted toward students preparing for careers in managing post-acute health care institutions.

The standard major in Business Administration is offered for those students interested in the flexibility of a major/minor or major/certificate program of study, particularly for those interested in a minor or certificate outside the College of Business. Many of the minors and certificates offered within the College of Business do not satisfy university academic concentration requirements (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16) when paired with the Business Administration major, and some minors (Entrepreneurship, Human Resources, Management, Operations/Supply Chain Management, all of the Marketing minors, and the Business Administration minor) may not be paired as a secondary program with the Business Administration major. Please see the list of approved double major and major/minor combinations (http://catalog.uwec.edu/undergraduate/business/#academicprogramstext) in the College of Business.

The department also offers five minors. The Business Administration minor provides a broad survey of business principles for non-business majors. Minors in Management, Marketing, and Entrepreneurship provide an opportunity for students to gain more focused study and are available to all students, including those with a major (other than the Business Administration major) in the College of Business. The International Business minor is also available to students in the College of Business and to students not in the College of Business who meet prerequisite requirements.

Major/Minor Combinations are allowed in the Department of Management and Marketing. See Major/Minor Combinations (http://catalog.uwec.edu/undergraduate/business/#academicprogramstext).

All students earning the BBA degree with a major in Business Administration, Management, Entrepreneurship, Human Resources, Operations/Supply Chain Management, Marketing (all emphases), International Business, and Health Care Administration must complete the High Impact Practices (HIP) assessment during their last semester. The HIP assessment is administered electronically during the fall, spring, and summer terms.

Department of Management and Marketing Scholarships

Refer to the College of Business website (http://www.uwec.edu/academics/college-business/academic-resources/scholarships/) for an up-to-date listing of Department of Management and Marketing scholarships, or contact the department chair, Schneider 400E.

Faculty

Kristy Lauver, Chair
Melaney Barba
Trond Bergestuen
Lindsey Creapeau
Lenita Davis
Longzhu Dong
Krantz Dugar
Melissa Emerson
Jennine Fox
Daniel Gullifor
Nancy Hanson-Rasmussen
Frances Hawes
Robert Heintz
Jennifer Johns-Artisensi
Dongeun Kim
Kate Kim
Scott Lester
Abraham Nahm
Douglas Olson
Brent Opall
Ann Rupnow
Scott Swanson
Timothy Vaughan
Theresa Wells
Rebecca Wyland
Xiaoyu (Shawn) Yang
Juan Zhang

Majors

- Comprehensive Major: Health Care Administration - B.B.A. (http://catalog.uwec.edu/undergraduate/business/management-marketing/health-care-administration-comprehensive-major-bba/)
- Comprehensive Major: Marketing - B.B.A. (http://catalog.uwec.edu/undergraduate/business/management-marketing/marketing-comprehensive-major-bba/)
- Comprehensive Major: Operations and Supply Chain Management - B.B.A. (http://catalog.uwec.edu/undergraduate/business/management-
• Minor: Business Administration
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/business-administration-minor/]
• Minor: Entrepreneurship
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/entrepreneurship-minor/]
• Minor: Management
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/management-minor/]
• Minor: Marketing
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/marketing-minor/]
• Minor: International Business
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/international-business-minor/]

• Certificate: Leadership Studies
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/leadership-studies-certificate/]
• Certificate: Entrepreneurship
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/entrepreneurship-certificate/]
• Certificate: International Business
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/international-business-certificate/]
• Certificate: Digital Marketing Analytics
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/digital-marketing-analytics-certificate/]
• Certificate: Professional Sales
  [http://catalog.uwec.edu/undergraduate/business/management-marketing/professional-sales-certificate/]

Minors

Certificates