MARKETING, MARKETING ANALYTICS EMPHASIS, COMPREHENSIVE MAJOR

(Code 840-002)

University Requirements

GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE

Credit Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Minimum total for graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum total for graduation</td>
<td>120</td>
</tr>
<tr>
<td>Upper division credits (courses numbered 300 and higher)</td>
<td>39</td>
</tr>
<tr>
<td>Liberal Education Core</td>
<td>36</td>
</tr>
</tbody>
</table>

Academic Concentrations

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Minimum total for graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade Point Requirements</td>
<td>2.00 average</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Minimum total for graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Residency Requirements</td>
<td>30</td>
</tr>
<tr>
<td>Senior year</td>
<td>23</td>
</tr>
<tr>
<td>Major, Standard, upper division in residence</td>
<td>12</td>
</tr>
<tr>
<td>Major, Comprehensive, upper division in residence</td>
<td>21</td>
</tr>
</tbody>
</table>

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.

Applicability of Credits Toward Graduation

Junior College or Two-Year College Credits. A maximum of 72 semester credits earned in a junior college or two-year college will be accepted as degree credits at UW-Eau Claire.

Extension Credits. Credits earned in credit outreach courses offered by UW-Eau Claire are treated as resident credits. Credits earned in extension courses offered by other units of the University of Wisconsin System are treated as transfer credits. All other (non-UW) extension and correspondence credits are normally limited to one-fourth of the total required for graduation from any curriculum.

WTCS Credits. A maximum of 72 semester credits earned in college parallel programs at Madison Area Technical College, Milwaukee Area Technical College, Nicolet Area Technical College, or Chippewa Valley Technical College may be accepted as degree credits at UW-Eau Claire. A set number of general education courses will be accepted from other technical schools. Occupational and technical courses may also be considered for transfer if the quality and content of the course work from the technical college is judged to be comparable to course work at UW-Eau Claire. Refer to the Transfer Credit Wizard (https://my.uwec.edu/psp/PUBLIC/EMPLOYEE/HRMS/c/EAU_SS_CUSTOM.EAU_TRNCRDWZ.GBL) or contact the UW-Eau Claire Admissions Office for information about the current transfer policy.

USAFI Credit. UW-Eau Claire will accept up to 32 semester credits for work done through the United States Armed Forces Institute, under the provision for non-UW correspondence credit (see Extension Credits above).

Activity Credit (band, chorus, drama, KINS 100-184 courses) Students may count toward graduation no more than one credit of KINS 110-184 courses. Students may not count toward graduation no more than four credits earned in any single activity course and no more than 12 credits resulting from any combination of activity courses (excluding KINS 110-184 courses).

Other Restricted Credits. For other University restrictions, see the following: Cooperative Education; Credit by Examination; Satisfactory/Unsatisfactory Registration; Transfer of Credits. College or departmental restrictions may also be placed on Independent Study (399-499 courses), Directed Study (395-495), and other types of credits.

APPLICABILITY OF CREDITS TOWARD GRADUATION

<table>
<thead>
<tr>
<th>Credit Restrictions</th>
<th>Credit by Examination</th>
<th>Total degree credit maximum</th>
<th>Major or minor, comprehensive, credit maximum</th>
<th>Major, Standard, upper division in residence maximum</th>
<th>Total degree credit maximum</th>
<th>Total Band, chorus, drama maximum credits</th>
<th>Single course band, chorus, drama maximum credits</th>
<th>Extension credits</th>
<th>USAFI maximum credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfactory/Unsatisfactory</td>
<td></td>
<td>12</td>
<td></td>
<td>1 course</td>
<td>¼ of total credits</td>
<td>12 credits</td>
<td>4 credits</td>
<td>no maximum</td>
<td>32</td>
</tr>
<tr>
<td>Total degree credit</td>
<td></td>
<td></td>
<td></td>
<td>1 course</td>
<td>⅔ of total credits</td>
<td>12 credits</td>
<td>4 credits</td>
<td>no maximum</td>
<td>32</td>
</tr>
<tr>
<td>Major or minor</td>
<td></td>
<td>2 course</td>
<td></td>
<td>⅔ of total credits</td>
<td></td>
<td>12 credits</td>
<td>4 credits</td>
<td>no maximum</td>
<td>32</td>
</tr>
<tr>
<td>Major, Standard</td>
<td></td>
<td>1 course</td>
<td></td>
<td>⅔ of total credits</td>
<td></td>
<td>12 credits</td>
<td>4 credits</td>
<td>no maximum</td>
<td>32</td>
</tr>
<tr>
<td>Major, Comprehensive</td>
<td></td>
<td>2 courses</td>
<td></td>
<td>⅔ of total credits</td>
<td></td>
<td>12 credits</td>
<td>4 credits</td>
<td>no maximum</td>
<td>32</td>
</tr>
<tr>
<td>Activity credit (band, chorus, drama, KINS 100-184)</td>
<td></td>
<td></td>
<td></td>
<td>1 credit</td>
<td></td>
<td>12 credits</td>
<td>4 credits</td>
<td>no maximum</td>
<td>32</td>
</tr>
<tr>
<td>Two-Year College Credits</td>
<td></td>
<td></td>
<td></td>
<td>1 credit</td>
<td></td>
<td>12 credits</td>
<td>4 credits</td>
<td>no maximum</td>
<td>32</td>
</tr>
</tbody>
</table>

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.
LIBERAL EDUCATION CORE REQUIREMENTS

Knowledge Goal

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

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

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
One S1 must meet the University Writing Requirement

Skills Outcome 2 (S2): Mathematics
One (1) learning experience
One S2 to meet the University Mathematics Requirement

Skills Outcome 3 (S3): Creativity
One (1) learning experience

Responsibility Goal

Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity
Two (2) learning experiences
One R1 must satisfy Design for Diversity

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. All students pursuing a minor in the Department of Management and Marketing 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: The Business Professional, Professional Image, Professional Etiquette, Professional Networking Event. 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

(Code 840-002)

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:

BUSCORE Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 201</td>
<td>Introduction to Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BCOM 206</td>
<td>Business Writing</td>
<td>2</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>
</tbody>
</table>
MGMT 449  Strategic Management in a Global Business Environment 3

Total Credits 28

1 Students must earn a grade of C or above in BCOM 206 and BCOM 207.
2 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 21
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 333  Digital Marketing
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.