MARKETING, MARKETING ANALYTICS EMPHASIS, COMPREHENSIVE MAJOR

(Code 840-002)

University Requirements

GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE

Credit Requirements

Minimum total for graduation 1 120
Upper division credits (courses numbered 300 and higher) 39
Liberal Education Core 36

Academic Concentrations

Grade Point Requirements 2

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.

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 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

Credit Restrictions

Satisfactory/Unsatisfactory

Total degree credit maximum 12
Major, Standard maximum 1 course
Major, Comprehensive maximum 2 courses

Credit by Examination

Total degree credit maximum ¼ of total
Major or minor maximum ½ of total

Two-Year College Credits

Total degree credit maximum 72 credits

Activity credit (band, chorus, drama, KINS 100-184)

Total KINS 100-184 maximum 1 credit
Total Band, chorus, drama maximum 12 credits
Single course band, chorus, drama maximum 4 credits

Extension credits

UW-System no maximum
Other extension/ correspondence maximum ¼ of total

USAFI

USAFI maximum 32 credits

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

<table>
<thead>
<tr>
<th>Knowledge Goal</th>
<th>Two (2) learning experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge Outcome 1 (K1): Natural Sciences</td>
<td>One experience in laboratory science must be selected from either K1 or K2.</td>
</tr>
<tr>
<td>Knowledge Outcome 2 (K2): Social Sciences</td>
<td>One experience in laboratory science must be selected from either K1 or K2.</td>
</tr>
<tr>
<td>Knowledge Outcome 3 (K3): Humanities</td>
<td>Two (2) learning experiences</td>
</tr>
<tr>
<td>Knowledge Outcome 4 (K4): Fine Arts</td>
<td>One (1) learning experience</td>
</tr>
</tbody>
</table>

Skills Goal

<table>
<thead>
<tr>
<th>Skills Outcome 1 (S1): Written and Oral Communication</th>
<th>Two (2) learning experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>One S1 must meet the University Writing Requirement</td>
<td></td>
</tr>
<tr>
<td>Skills Outcome 2 (S2): Mathematics</td>
<td>One (1) learning experience</td>
</tr>
<tr>
<td>One S2 to meet the University Mathematics Requirement</td>
<td></td>
</tr>
<tr>
<td>Skills Outcome 3 (S3): Creativity</td>
<td>One (1) learning experience</td>
</tr>
</tbody>
</table>

Responsibility Goal

<table>
<thead>
<tr>
<th>Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity</th>
<th>Two (2) learning experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>One R1 must satisfy Design for Diversity</td>
<td></td>
</tr>
<tr>
<td>Responsibility Outcome 2 (R2): Global Perspectives</td>
<td>One (1) learning experience</td>
</tr>
<tr>
<td>Responsibility Outcome 3 (R3): Civic and Environmental Issues</td>
<td>One (1) learning experience</td>
</tr>
</tbody>
</table>

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**

- ACCT 201 Introduction to Accounting 3
- BCOM 206 Business Writing 2
- BCOM 207 Business Presentations 2
- IS 240 Information Systems in Business 3
- BSAD 300 Diversity in the Workplace 1
- BSAD 305 Legal and Regulatory Environment 2
- FIN 320 Principles of Finance 3
- MKTG 330 Principles of Marketing 3
- MGMT 340 Organizational Behavior 3
- MGMT 341 Operations Management 3
### MGMT 449

**Strategic Management in a Global Business Environment**

Total Credits: 3

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 312</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>IS 290</td>
<td>Introduction to Database Applications</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 332</td>
<td>Marketing Communications and Promotion Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 334</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 338</td>
<td>Marketing Analytics and Technology</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 434</td>
<td>Advanced Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 438</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Electives - Select from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MKTG 331</td>
<td>Buyer Behavior</td>
<td></td>
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<tr>
<td>MKTG 333</td>
<td>Digital Marketing</td>
<td></td>
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<tr>
<td>MKTG 335</td>
<td>International Marketing</td>
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<tr>
<td>MKTG 337</td>
<td>Professional Selling</td>
<td></td>
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<tr>
<td>MKTG 398</td>
<td>Internship Program I</td>
<td></td>
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<tr>
<td>MKTG 425</td>
<td>Marketing in Service Organizations</td>
<td></td>
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<tr>
<td>MKTG 432</td>
<td>Retail Management</td>
<td></td>
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<tr>
<td>MKTG 433</td>
<td>Sales Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 490</td>
<td>Advanced Sales Topics</td>
<td></td>
</tr>
<tr>
<td>MKTG 491</td>
<td>Selected Topics</td>
<td></td>
</tr>
<tr>
<td>BCOM 306</td>
<td>Advanced Business Writing</td>
<td></td>
</tr>
<tr>
<td>BCOM 307</td>
<td>Advanced Business Presentations</td>
<td></td>
</tr>
<tr>
<td>BCOM 405</td>
<td>Advanced Business Communications</td>
<td></td>
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<tr>
<td>BSAD 180</td>
<td>Foundations for Success in Business</td>
<td></td>
</tr>
<tr>
<td>BSAD 306</td>
<td>Business Law</td>
<td></td>
</tr>
</tbody>
</table>

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.