

DIGITAL MARKETING ANALYTICS, COMPREHENSIVE MAJOR

(Code 841-001)

The Digital Marketing Analytics major focuses on the study and application of data-driven strategies to understand, engage, and influence audiences in online environments. Students gain hands-on experience analyzing digital campaigns, measuring performance, optimizing content, managing social media and email marketing, segmenting audiences, visualizing data, applying predictive analytics and modeling, and reporting actionable insights. Careers in digital marketing and analytics typically begin with functions like data analysis, campaign performance measurement, content creation, and reporting, preparing graduates for roles that combine marketing strategy with analytics to help organizations connect with their audiences effectively.

University Requirements

GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE

Credit Requirements

Minimum total for graduation ¹	120
Upper division credits (courses numbered 300 and higher)	39
Core General Education	10 courses, 36 credits

Academic Concentrations (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16>)

Grade Point Requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14>) ²

Total	2.00 average
Resident	2.00 average
Major	2.00 average
Minor	2.00 average
Certificate	2.00 average

University Residency Requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15>)

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 Universities 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://www.uwec.sis.wisconsin.edu/psp/eauprd-tb/EMPLOYEE/SA/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
Minor	maximum 1 course

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

Total KINS 100-184	maximum 1 credit
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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

Core General Education Requirements (CGER)

CGER Categories

Mathematics & Quantitative Reasoning (MQR) (http://catalog.uwec.edu/undergraduate/outcome-mqr/)	4 credit hours, 1 course min
Includes University Math Requirement ¹	
Communication & Literacy (CL) (http://catalog.uwec.edu/undergraduate/outcome-cl/)	8 credit hours, 2 course min (including CL-W)
Includes University Writing Requirement (CL-W) (http://catalog.uwec.edu/undergraduate/outcome-clw/) ²	
Natural Sciences & Wellness (NSW/NSWL) (http://catalog.uwec.edu/undergraduate/outcome-NSW/)	6 credit hours, 1 course min (NSW-Lab required)
Social & Behavioral Sciences (SBS) (https://nextcatalog.uwec.edu/undergraduate/outcome-sbs/)	6 credit hours, 2 course min
Humanities & Arts (HA) (http://catalog.uwec.edu/undergraduate/outcome-ha/)	6 credit hours, 2 course min
Civics & Perspectives (CP) (http://catalog.uwec.edu/undergraduate/outcome-cp/)	6 credit hours, 2 course min
CGER Totals ³	
Credits	minimum 36 credits
Courses	minimum 10 courses

¹ University Mathematics Requirement:

Students satisfy the University Mathematics Requirement in one of four ways:

- completing an approved university-level mathematics course (MQR) with a grade of C (not C-) or above
- achieving a suitable score on the UW Math Placement Test (<https://www.uwec.edu/academics/academic-support/advising/testing/placement-testing/>)
- achieving a suitable score on an exam such as the Advanced Placement Calculus or Advanced Placement Statistics exams
- achieving a suitable score on a Credit by Examination administered by the Department of Mathematics.

² University Writing Requirement:

Students satisfy the University Writing Requirement in one of four ways:

- completing a Blugold Seminar in Critical Reading and Writing course (WRIT 102 (<https://catalog.uwec.edu/search/?P=WRIT%20102>), WRIT 114 (<https://catalog.uwec.edu/search/?P=WRIT%20114>), WRIT 116 (<https://catalog.uwec.edu/search/?P=WRIT%20116>), WRIT 118 ([\[catalog.uwec.edu/search/?P=WRIT%20118\]\(https://catalog.uwec.edu/search/?P=WRIT%20118\)\), or WRIT 120 \(<https://catalog.uwec.edu/search/?P=WRIT%20120>\) with a grade of C \(not C-\) or above](https://

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- achieving a suitable score on the English Placement Test (<https://www.uwec.edu/academics/blugold-seminar/writ-courses-placement/>) (WPT ENGL)
- achieving a suitable score on an exam such as the Advanced Placement English Literature and Composition or Advanced Placement English Language and Composition exams
- achieving a suitable score on the University Writing Program Portfolio.

³ Completion via Placement Tests

- Writing: If the CL-W subcategory is satisfied through a placement test, the CGER Communication and Literacy requirement will be reduced from 8 credits (2 courses) to 3 credits (1 course).
- Mathematics: If the University Math Requirement is satisfied through a placement test, the CGER Mathematics & Quantitative Reasoning requirement will be considered fully met, replacing the 4-credit (1 course) requirement.
- Students must still complete 36 credits across 10 courses, with any remaining credits or courses eligible to be taken from any CGER category.

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.

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 Leadership Programs must complete the Student Professional Development Workshops. The program is designed to equip students with the skills needed to present themselves professionally during their job search and upon entering their chosen careers. Students are strongly encouraged to complete the workshops prior to the end of their third semester on campus. 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 Health Care Administration. (<http://catalog.uwec.edu/undergraduate/business/management-leadership/health-care-administration-comprehensive-major-bba/>)) 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.

- Unless otherwise indicated, no College of Business 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. This excludes courses that are only offered on an S/U basis. Specific programs (major, minor, certificate) may have additional requirements. Please check program requirements.
- 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 841-001)

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.

Code	Title	Credits
BSAD 180	Foundations for Success in Business	3
ECON 103	Principles of Microeconomics	3
ECON 104	Principles of Macroeconomics	3
MATH 104 or MATH 109	Finite Mathematics with Applications ¹ Algebra for Calculus	4
MATH 246 or MATH 247	Elementary Statistics Elementary Statistics with Algebra Review II	4

¹ MATH 104 or MATH 109 or UWX MA116 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:

Code	Title	Credits
BUSCORE Courses		
ACCT 201	Introduction to Accounting	3
BCOM 207	Business Communication: Persuasive Messaging, Conversations, and Professional Development ¹	3
BLAW 305	Legal and Regulatory Environment	3
BSAD 300	Cultural Competence for Today's Workplace	1
FIN 320	Principles of Finance	3
IS 240	Information Systems in Business	3
MKTG 330	Principles of Marketing	3
MGMT 340	Organizational Behavior: Leading and Developing People, Teams, and Culture	3
MGMT 449	Strategic Management in a Global Business Environment ²	3
OSCM 341	Operations Management	3
Total Credits		28

¹ Students must earn a grade of C or above in BCOM 206/BCOM 207.

² MGMT 449 is a capstone course that requires prior completion of all other BUSCORE courses. This prerequisite is strictly enforced.

Sixty semester credits, including the 28-credit BUSCORE and 32 additional credits as follows:

Code	Title	Credits
Required Courses		
ACCT 214	Managerial Accounting	3
MKTG 333	Digital Marketing Fundamentals	3

MKTG 334	Marketing Research	3
MKTG 338	Marketing & Sales Analytics	3
MKTG 339	Social Media Marketing and Digital Content Management	3
MKTG 434	Advanced Marketing Analytics	3
MKTG 438	Strategic Marketing	3

Electives - Select from the following: 11

MKTG 331	Consumer Behavior	
MKTG 332	Integrated Marketing Communications	
MKTG 335	International Marketing	
MKTG 337	Professional Selling	
MKTG 398	Internship Program I	
MKTG 399	Independent Study Projects	
MKTG 425	Services Marketing	
MKTG 432	E-tailing and Retailing in a Digital World	
MKTG 433	Sales Management	
MKTG 437	Business-to-Business Marketing	
MKTG 491	Selected Topics	
CJ 184	Multimedia Communication	
CS 318	Fundamentals of Web Page Design	
CS 319	Introduction to Web Programming	
IS 307	Introduction to Business Analytics	
IS 308	Business Analytics Programming	
IS 480	Advanced Business Analytics	
OSCM 343	Supply Chain Management	

Program Learning Outcomes

Students in this program are assessed on their ability to meet the following COB learning goals:

- Written and Oral Communication: Students will be effective communicators.
- Problem Solving: Students will be effective problem solvers.
- BBA Common Body of Knowledge: Students will demonstrate discipline-specific knowledge (represented by the BUSCORE).

Additionally, students completing this program will be expected to meet the following learning outcomes:

- Identify and apply appropriate marketing strategies to a current relevant situation in the marketing environment.
- Identify what marketing segmentation is and the common bases used to segment consumer markets.
- Identify the marketing mix and its associated components.
- Utilize the application of various software technologies to solve marketing problems and administer ongoing marketing programs.
- Analyze data and optimize digital marketing performance.

Digital Marketing Analytics, B.B.A. (Comprehensive Major)

The following is a sample degree plan, based on the current catalog. It is based on the 120-credit graduation requirement and assumes no transferred credits, no requirements waived by placement tests, no courses taken in the summer or winter, no repeated courses, and no remedial courses that may be required. This sample degree plan is intended for first-year students entering UW-Eau Claire in the fall semester. Your own degree plan may differ depending on the course of study selected (second major, minor, etc.). UW-Eau Claire

cannot guarantee all courses will be offered as shown, but will provide a range of courses that may enable prepared students to fulfill their requirements in a timely period. This sample degree plan is just a guide. Please consult your advisor, your degree audit, and the catalog to create your own degree plan. *Note:* In order to earn the required minimum of 120 credits for the degree in four years, you should plan to take 15 credits each semester or 30 credits each year.

To earn a degree, students must fulfill all University Graduation Requirements, including the Core General Education Requirements (CGER). CGER course work in the following sample degree plan uses abbreviations such as CGER CL, CGER HA, and CGER NSWL to represent the learning outcomes students will meet via completion of the course. Please click here (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header1>) for a description of the outcomes and requirements.

FIRST YEAR

FIRST SEMESTER

MATH 104	Finite Mathematics with Applications (CGER MQR)	4
or MATH 109	Algebra for Calculus	

SOMETIME IN THE FIRST YEAR

BSAD 180	Foundations for Success in Business	3
ECON 103	Principles of Microeconomics (CGER SBS)	3
ECON 104	Principles of Macroeconomics (CGER SBS)	3
WRIT 114	Intensive Blugold Seminar in Critical Reading and Writing (CGER CL)	5
or WRIT 116	Blugold Seminar in Critical Reading and Writing	
or WRIT 118	Accelerated Blugold Seminar in Critical Reading and Writing	

SOMETIME IN THE FIRST OR SECOND YEAR

CGER Option: Natural Sciences & Wellness (NSW)	3
CGER Option: Natural Sciences & Wellness with Lab (NSW/L)	4
CGER Option: Humanities & Arts (HA)	3
CGER Option: Humanities & Arts (HA)	3
CGER Option: Civics & Perspectives (CP)	3
CGER Option: Civics & Perspectives (CP)	3

SPDP: Student Professional Development Program (SPDP) workshop completion recommended by the end of the 1st year, 2nd semester—but no later than the end of the 3rd semester or 45 credits earned.¹

Study Away: Students have options: Study Abroad or NSE! Students participating in study abroad may opt-in to complete one of the two Integrative Learning 1 (I1) experiences. Many courses taken at approved study-abroad institutions will satisfy LE or program requirements. Students choosing to pay UW-Eau Claire tuition to study in the United States, Canada, Guam, Puerto Rico, or the U.S. Virgin Islands should explore the many participating NSE schools listed on the National Student Exchange (NSE) website. Consult the Transfer Credit Wizard and consult with your academic advisor to plan which LE or program courses to take while studying away. See third-year note below regarding upper-division business courses.

SECOND YEAR

FIRST SEMESTER

ACCT 201	Introduction to Accounting	3
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SECOND SEMESTER

ACCT 214	Managerial Accounting	3
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SOMETIME IN THE SECOND YEAR

BCOM 207	Business Communication: Persuasive Messaging, Conversations, and Professional Development (CGER CL)	3
IS 240	Information Systems in Business	3
MATH 246	Elementary Statistics (CGER MQR)	4
or MATH 247	Elementary Statistics with Algebra Review II	
MKTG 330	Principles of Marketing	3

THIRD YEAR

FIRST SEMESTER

MKTG 338	Marketing & Sales Analytics	3
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SECOND SEMESTER

MKTG 334	Marketing Research	3
MKTG 434	Advanced Marketing Analytics	3

SOMETIME IN THE THIRD YEAR

BLAW 305	Legal and Regulatory Environment	3
BSAD 300	Cultural Competence for Today's Workplace	1
FIN 320	Principles of Finance	3
IS 307	Introduction to Business Analytics	3
MGMT 340	Organizational Behavior: Leading and Developing People, Teams, and Culture	3
MKTG 333	Digital Marketing Fundamentals	3
MKTG 339	Social Media Marketing and Digital Content Management	3
OSCM 341	Operations Management	3

SOMETIME IN THE THIRD OR FOURTH YEAR

Study Away for Marketing Majors with a Marketing

Analytics Emphasis: For institutions with the most direct course equivalencies, consider especially Australia (Melbourne, Southern Cross, and then Perth), England (Harlaxton), Ireland (Limerick), Italy (LdM), Thailand (Khon Kaen), and South Africa (Stellenbosch). Courses that transfer to UWEC as 907U courses with a program prefix (e.g., MKTG, MGMT) might contribute as major electives. Students participating in the National Student Exchange (NSE) program can use the "majors" search option on the NSE website to identify discipline-specific programs. Work closely with your academic advisor to plan for your study away experience.²

SOMETIME IN THE FOURTH YEAR

MKTG 332	Integrated Marketing Communications	3
MGMT 449	Strategic Management in a Global Business Environment	3
MKTG 438	Strategic Marketing	3
MKTG Electives:	See catalog and degree audit for list of approved courses.	11

Elective Credits: Additional credits needed to reach 120 credits

Minimum total for the baccalaureate degree = 120 credits

RECOMMENDATIONS FOR HIGH IMPACT PRACTICES (HIPs)

The University of Wisconsin-Eau Claire encourages all students to participate in High Impact Practices. The following information identifies any specific

recommendations that faculty in this major have concerning which HIPs might be most beneficial to students, and any recommendations about when those HIPs best fit into the degree plan. Students should also consult their faculty advisor for information on HIPs. There are many additional high impact opportunities available. Talk to your academic advisor for more information about incorporating HIPs like Study Abroad (<https://studyabroad.apps.uwec.edu/>), Intercultural Immersion (<https://www.uwec.edu/immersion/>), Internships (<https://www.uwec.edu/academics/college-business/>), and/or Student/Faculty Collaborative Research (<https://www.uwec.edu/offices-services/office-research-and-sponsored-programs/getting-involved-student-faculty-research>) into your time at UW-Eau Claire.

Core General Education Requirements (CGER)

Core General Education Requirements (CGER)

The Core General Education Requirements (CGER) includes a minimum of 10 courses across 6 categories. Students must complete a minimum of 36 credits in courses approved for the CGER Core.

- Mathematics & Quantitative Reasoning (MQR) - 4 credits, one course minimum
 - Includes the University Mathematics Requirement¹
- Communication & Literacy (CL) - 8 credits, two courses minimum
 - Includes the University Writing Requirement (CL-W)²
- Natural Sciences & Wellness (NSW/NSWL) - 6 credits, one course minimum (NSW-Lab required)
- Social & Behavioral Sciences (SBS) - 6 credits, two courses minimum
- Humanities & Arts (HA) - 6 credits, two courses minimum
- Civics & Perspectives (CP) - 6 credits, two courses minimum

¹ University Mathematics Requirement:

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- achieving a suitable score on the English Placement Test (<https://www.uwec.edu/academics/blugold-seminar/writ-courses-placement/>) (WPT ENGL)
- achieving a suitable score on an exam such as the Advanced Placement English Literature and Composition or Advanced Placement English Language and Composition exams
- achieving a suitable score on the University Writing Program Portfolio.

Completion via Placement Test

- Writing: If the CL-W subcategory is satisfied through a placement test, the CGER Communication and Literacy requirement will be reduced from 8 credits (2 courses) to 3 credits (1 course).
- Mathematics: If the University Math Requirement is satisfied through a placement test, the CGER Mathematics & Quantitative Reasoning requirement will be considered fully met, replacing the 4-credit (1 course) requirement.
- Students must still complete 36 credits across 10 courses, with any remaining credits or courses eligible to be taken from any CGER category.