

MARKETING AND SUPPLY CHAIN MANAGEMENT

Schneider Social Science 400/439

715-836-3677

www.uwec.edu/cob (<https://www.uwec.edu/academics/college-business/>)

The Department of Marketing and Supply Chain Management offers comprehensive majors in Marketing and Operations/Supply Chain Management. The Marketing major offers emphases in Professional Sales and Marketing Analytics, in addition to the general Marketing option. The department also offers one minor in Marketing.

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

Department of Marketing and Supply Chain Management 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 Marketing and Supply Chain Management scholarships, or contact the department chair.

Faculty

Scott Swanson, Chair

Marketing Faculty

Melaney Barba

Trond Bergestuen

Lenita Davis

Kranti Dugar

Charlie Ebert

Andrew Felix

Jennine Fox

Dongeun Kim

Kate Kim

Supply Chain Faculty

Ozgur Kabadurmus

Timothy Vaughan

Juan Zhang

Majors

- Comprehensive Major: Marketing - B.B.A. (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/marketing-comprehensive-major-bba/>)
- Comprehensive Major: Marketing, Professional Sales Emphasis - B.B.A. (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/marketing-comprehensive-major-professional-sales-bba/>)
- Comprehensive Major: Marketing, Marketing Analytics Emphasis - B.B.A. (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/marketing-comprehensive-major-marketing-analytics-bba/>)
- Comprehensive Major: Operations and Supply Chain Management - B.B.A. (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/operations-supply-chain-management-comprehensive-major-bba/>)

Minors

- Minor: Marketing (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/marketing-minor/>)

Certificates

- Certificate: Digital Marketing Analytics (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/digital-marketing-analytics-certificate/>)
- Certificate: Professional Sales (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/professional-sales-certificate/>)