MARKETING AND SUPPLY CHAIN MANAGEMENT

Schneider Social Science 400/439
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www.uwec.edu/cob

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
Krant Dugar
Charlie Ebert
Andrew Felix
Jennine Fox
Kate Kim
Vasavi Rayachoty

**Supply Chain Faculty**
Ozgur Kabadurmus
Dirk Larson
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/)

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

**Certificates**
- Certificate: Professional Sales (http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/professional-sales-certificate/)