

Marketing

College of Business, Economics, and Computing

Credit Hours: 120 hours minimum Total - 67 credits for Major

Declaring the Major: Plan Declaration form may be submitted anytime to the department.

Concentrations: No

Evening Classes Available: Yes

UNIVERSITY OF WISCONSIN

PARKSIDE

First Year

Semester 1

| Course | Credits | Course Notes | Category | Major GPA | Fall | Winter | Spring | Summer | Min. Grade | Grade | Complete |
|--|---------|---------------------------------|----------|-----------|------|--------|--------|--------|------------|-------|----------|
| ENGL 101: Composition and Reading | 3 | Reading and Writing Requirement | SK | | ● | | ● | | C- | | |
| MATH 111: College Algebra I | 4 | Computational Requirement | SK | | ● | | ● | | C- | | |
| Gen Ed (HU): Humanities and Fine Arts | 3 | | GE | | ● | | ● | | | | |
| Gen Ed (SS): Social & Behavioral Science | 3 | | GE | | ● | | ● | | | | |
| Gen Ed (NS): Natural Science | 3 | | GE | | ● | | ● | | | | |

Total Credits: 16

Semester 2

| | | | | | | | | | | | |
|--|---|---|-----------|--|---|--|---|--|---|--|--|
| MATH 112: College Algebra II | 4 | Prerequisite : MATH 111 | PC | | ● | | ● | | C | | |
| SPCH 105: Public Speaking | 3 | | GE/ PC | | ● | | ● | | C | | |
| ECON 120: Principles of Microeconomics | 3 | Prerequisite : MATH 111 | GE/ PC | | ● | | ● | | C | | |
| Gen Ed (NS): Natural Science | 3 | Recommend CSCI 105 Introduction to Computers | GE | | ● | | ● | | | | |
| Gen Ed (HU): Humanities and Fine Arts | 3 | | GE | | ● | | ● | | | | |

Total Credits: 16

First Year Credit Total 32

WINTERIM YEAR 1 - OPTIONAL: Consult with your advisor whether winterim is appropriate for you in your first year.

SUMMER YEAR 1 - OPTIONAL: Enrollment in Summer courses is recommended for students who end their first year with less than 30 credit hours.

SK = Skills Requirement, GE = General Education Requirement, PC = Preparation Course

Second Year

Semester 1

| Course | Credits | Course Notes | Category | Major GPA | Fall | Winter | Spring | Summer | Min. Grade | Grade | Complete |
|--|---------|------------------------|----------|-----------|------|--------|--------|--------|------------|-------|----------|
| ENGL 201: Advanced Composition or ENGL 202: Technical Writing or ENGL 204: Writing for Business and Industry | 3 | Prerequisite: ENGL 101 | PC | | ● | | ● | | C | | |
| BUS 272: Legal Environment of Business | 3 | | PC | | ● | | ● | | C | | |
| QM 210: Business Statistics I | 3 | Prerequisite: MATH 112 | PC | | ● | | ● | | C | | |
| Acct 201: Financial Accounting | 3 | Prerequisite: MATH 111 | PC | | ● | | ● | | C | | |
| Gen Ed (NS): Natural Science | 3 | | GE | | ● | | ● | | | | |

Total Credits: 15

Semester 2

| | | | | | | | | | | | |
|--|---|--|-----------|---|---|--|---|--|---|--|--|
| ACCT 202: Managerial Accounting | 3 | Prerequisite: ACCT 201, ECON 120, MATH 112, QM 210 | PC | | ● | | ● | | C | | |
| Econ 121: Principles of Macroeconomics | 3 | Prerequisite: MATH 111 | GE/ PC | | ● | | ● | | C | | |
| QM 310: Business Statistics II | 3 | Prerequisite: QM 210, MATH 112 | PC | ● | ● | | ● | | C | | |
| Gen Ed (SS): Social & Behavioral Science | 3 | | GE | | ● | | ● | | | | |
| Gen Ed (NS): Natural Science | 3 | | GE | | ● | | ● | | | | |

Total Credits: 15

Second Year Credit Total 30

WINTERIM YEAR 2 - OPTIONAL: Enrollment in Winterim courses is strongly recommended for students who have accumulated less than 45 credits.
SUMMER YEAR 2 - OPTIONAL: Enrollment in Summer courses is recommended for students who end their second year with less than 60 credit hours.

GE = General Education Requirement, PC = Preparation Course

Third Year

Semester 1

| Course | Credits | Course Notes | Category | Major GPA | Fall | Winter | Spring | Summer | Min. Grade | Grade | Complete |
|--|---------|---|----------|-----------|------|--------|--------|--------|------------|-------|----------|
| | | | | | | | | | | | |
| MKT 350: Marketing Principles | 3 | Prerequisite: ECON 120 | BFC | ● | ● | | ● | | | | |
| MGT 349: Organizational Behavior | 3 | Prerequisite: Junior or Senior Standing | BFC | ● | ● | | ● | | | | |
| FIN 330: Managerial Finance | 3 | Prerequisites: ACCT 201, QM 210 or MATH 309, ECON 121 | BFC | ● | ● | | ● | | | | |
| Gen Ed (HU): Humanities and Fine Arts (DV) | 3 | | GE | | ● | | ● | | | | |
| XXXX: General Elective | 3 | | EL | | ● | | ● | | | | |

Total Credits: 15

Semester 2

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|---|---|---------------------------------|-----|---|---|--|---|--|--|--|--|
| MKT 354: Marketing Research | 3 | Prerequisites: MKT 350, QM 310 | MJ | ● | | | ● | | | | |
| MKT 358: Promotions Management | 3 | Prerequisite: MKT 350 | MJ | ● | | | ● | | | | |
| MIS 320: Management Information Systems | 3 | Prerequisites: ACCT 201 | BFC | ● | ● | | ● | | | | |
| QM 319: Operations Management | 3 | Prerequisites: QM 210, MATH 112 | BFC | ● | ● | | ● | | | | |
| XXXX: General Elective | 3 | | EL | | ● | | ● | | | | |

Total Credits: 15

Third Year Credit Total 30

WINTERIM YEAR 3 - OPTIONAL: Enrollment in Winterim courses is strongly recommended for students who have accumulated less than 75 credits.
 SUMMER YEAR 3 - OPTIONAL: Enrollment in Summer courses is recommended for students who end their third year with less than 90 credit hours.

GE = General Education Requirement, MJ = Major Requirement, BFC = Business Foundation Course, EL = Elective

Fourth Year

Semester 1

| Course | Credits | Course Notes | Category | Major GPA | Fall | Winter | Spring | Summer | Min. Grade | Grade | Complete |
|--|---------|--|----------|-----------|------|--------|--------|--------|------------|-------|----------|
| | | | | | | | | | | | |
| MKT 355: Buyer Behavior | 3 | Prerequisite: MKT 350 | MJ | ● | ● | | | | | | |
| MKT 452: Product Management or MKT 458: Personal Selling | 3 | Prerequisite: MKT 350 | MJ | ● | ● | | | | | | |
| MKT 300 or 400 Level: MKT Elective | 3 | Recommend MKT 356 or 357. Meets Diversity Requirement. | MJ | ● | ● | | ● | | | | |
| XXXX: General Elective | 3 | | EL | | ● | | ● | | | | |
| XXXX: General Elective | 3 | | EL | | ● | | ● | | | | |

Total Credits: 15

Semester 2

| | | | | | | | | | | | |
|------------------------------------|---|--|-----|---|---|--|---|---|--|--|--|
| BUS 495: Strategic Management | 3 | Prerequisites: Sr. Standing, FIN 330, MKT 350, MGT 349 | BFC | ● | | | ● | ● | | | |
| MKT 455: Marketing Management | 3 | Prerequisites: MKT 350, MKT 354, MKT 355 | MJ | ● | ● | | ● | | | | |
| MKT 300 or 400 Level: MKT Elective | 3 | | MJ | ● | ● | | ● | | | | |
| XXXX: General Elective | 3 | | EL | | ● | | ● | | | | |
| XXXX: General Elective | 3 | | EL | | ● | | ● | | | | |

Total Credits: 15

Fourth Year Credit Total 30

WINTERIM YEAR 4 - OPTIONAL: Enrollment in Winterim courses is strongly recommended for students who have accumulated less than 105 credits.
SUMMER YEAR 4 - OPTIONAL: Enrollment in Summer courses is recommended for students who end their fourth year with less than 120 credit hours.

MJ = Major Requirement, BFC = Business Foundation Course, EL = Elective

Milestone Checklist

| Year 1: | |
|---|--|
| Complete Skills requirement (MATH 111 and ENGL 101). | |
| Complete MATH 112, SPCH 105, ECON 120 with a C or better. | |
| Declare major by submitting a plan declaration form. | |
| Review DARS and consult with your advisor every semester. | |
| Create a CareerLocker account and create a resume using Resume Module. | |
| Year 2 | |
| Complete Foreign Language Requirement (if not completed in High School or transfer course work). | |
| Complete all fundamental and business preparation courses (PC) with a C or better. | |
| Review DARS and consult with your advisor every semester. | |
| Register for RangerTrak and create a career profile, shadow a Marketing professional. | |
| Year 3: | |
| Maintain a minimum 2.50 GPA in upper 300/400 level business foundation core and finance concentration courses. | |
| Complete General Education requirements including Diversity Requirement (DV). | |
| Review DARS and consult with your advisor every semester. | |
| Join LinkedIn, Explore internships and graduate school options. | |
| Submit Graduation Application. | |
| Year 4: | |
| Complete all major requirements Note: A minimum 2.50 GPA is required in upper 300/400 level business foundation core and finance courses to graduate. | |
| Update RangerTrak profile and resume, develop a job search strategy and attend Senior Send Off. | |

Graduation Requirements Summary:

Minimum Total Hours: 122 credits

Minimum Upper-Division Hours: 36 credits

Minimum Core Hours: 67 credits

Minimum Major GPA: 2.5

Minimum Overall GPA: 2.0



AACSB Accreditation: The Business Management with the Finance Concentration major is accredited by the prestigious AACSB-International (The Association to Advance Collegiate Schools of Business.) This accreditation is recognized worldwide as a sign of program quality.