

REQUIREMENT GUIDE: MARKETING MAJOR

(Requirements are effective FALL 2021 acceptance or later)

BUSINESS DEPARTMENT GRADUATION REQUIREMENTS

Full list of graduation requirements are available in the [academic catalog: https://catalog.uwp.edu/programs/business/](https://catalog.uwp.edu/programs/business/)

- Completion of 120 total credits including general university requirements.
- Students **must obtain a grade of C or better** in each of the “**Fundamental Preparation Courses**” and “**Business Preparation Courses**” as listed in the sections below.
- An overall degree GPA of 2.00 or higher (including any transfer courses).
- An overall GPA of 2.50 in 300/400 level business foundation, major and concentration courses (including any transfer courses).

MARKETING MAJOR TOTAL REQUIRED CREDITS: 66

- | | |
|--------------------------------------|------------|
| A. Fundamental Preparation Courses: | 15 credits |
| B. Business Preparation Courses: | 15 credits |
| C. Business Foundation Core Courses: | 18 credits |
| D. Marketing Major Courses: | 18 credits |

A. FUNDAMENTAL PREPARATION COURSES (15 credits):

A minimum grade of C is required in each course (**C- is not acceptable**)

COURSE	COURSE NAME	PREREQUISITE(S)	CR.	FREQ.	MET
ECON 120	Microeconomics*	<i>MATH 104 or 111 w/C- or better</i>	3	FA / SP / SU	
ECON 121	Macroeconomics*	<i>MATH 104 or 111 w/C- or better</i>	3	FA / SP / SU	
QM 110	Quant. Analysis in Business	<i>MATH 104 or 111</i>	3	FA / SP / SU	
SPCH 105	Public Speaking*	---	3	FA / SP / SU	
ENGL 201/202/204	<i>Advanced Writing Course</i>	<i>ENGL 101 w/C- or better</i>	3	FA / SP	

**Course meets a general education requirement*

B. BUSINESS PREPARATION COURSES (15 credits)

A minimum grade of C is required in each course (**C- is not acceptable**)

COURSE	COURSE NAME	PREREQUISITE(S)	CR.	FREQ.	MET
ACCT 201	Financial Accounting	<i>MATH 104 or 111</i>	3	FA / SP / SU	
ACCT 202	Managerial Accounting	<i>ACCT 201, ECON 120, QM 210</i>	3	FA / SP	
BUS 272	Legal Environment/Business	---	3	FA / SP	
QM 210	Business Statistics I	<i>MATH 112 or QM 110</i>	3	FA / SP / SU	
QM 310	Business Statistics II	<i>QM 210; completion of 54 credits, business major/minor</i>	3	FA / SP / SU	

C. BUSINESS FOUNDATION CORE COURSES (18 credits)

Overall GPA of 2.5 in 300/400 level business foundation, major and concentration courses

COURSE	COURSE NAME	PREREQUISITE(S)	CR.	FREQ.	MET
QM 319	Operations Management	QM 210; completion of 54 credits, business major/minor	3	FA / SP / SU	
MIS 320	Management Info. Systems	ACCT 201; completion of 54 credits, business major/minor	3	FA / SP	
FIN 330	Managerial Finance	ACCT 201, QM 210 (or MATH 309), ECON 121; completion of 54 credits, business major/minor	3	FA / SP	
MGT 349	Organizational Behavior	Completion of 54 credits	3	FA / SP	
MKT 350	Marketing Principles	ECON 120; completion of 54 credits, business major/minor	3	FA / SP	
BUS 495	Strategic Management	FIN 330, MKT 350, MGT 349, senior standing, business major/minor	3	FA / SP	

D. MARKETING COURSES (18 credits)

Overall GPA of 2.5 in 300/400 level business foundation, major and concentration courses

COURSE	COURSE NAME	PREREQUISITE(S)	CR.	FREQ.	MET
MKT 354	Marketing Research	MKT 350, QM 310, business major/minor	3	FA	
MKT 355	Buyer Behavior	MKT 350, Jr. Standing, business major/minor	3	SP	
MKT 358	Promotions Management	MKT 350; completion of 54 credits, business major/minor	3	SP	
MKT 455	Marketing Management	MKT 350, MKT 354, and MKT 355	3	FA	
Select ONE of the following two options (3 credits):					
MKT 452	Product Management	MKT 350	3		
MKT 458	Personal Selling	MKT 350; completion of 54 credits, business major/minor	3	FA	
Elective Course: Select ONE course (3 credits):					
MKT 353 Internet Marketing, MKT 356 Global Marketing, MKT 357 Multicultural Marketing (DV), MKT 452 Product Management, MKT 458 Personal Selling, MKT 467 Selling of Financial Services, MKT 469 Advanced Personal Selling, MKT 490 Special Topics in Marketing, MKT 494 Internship, BUS 432 Service Management					

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