

REQUIREMENT GUIDE: MARKETING MAJOR

(Requirements are effective FALL 2019 acceptance or later)

BUSINESS DEPARTMENT GRADUATION REQUIREMENTS

- Completion of 120 credits including general university requirements. A minimum of 57 credits of the total 120 credits required to graduate must be in areas other than business and upper-level economics. SPCH 105, MATH 112, ENGL 201, 202 or 204, ECON 120 and ECON 121 may count in this amount. Reconsideration of this policy will be given to students who enter UW-Parkside with advanced standing (e.g. foreign language, placement into college or advanced English or math classes, etc.).
- Completion of requirements of the business department and individual majors. Students must meet all requirements for the major in effect at the time of admission into the specific program.
- Students must obtain a grade of C or better in each of the “Fundamental Preparation Courses” and “Business Preparation Courses” as listed in the section on course requirements.
- An overall degree GPA of 2.00 or higher (including any transfer courses).
- An overall GPA of 2.5 in 300/400 level business foundation, major and concentration courses (including any transfer courses).

MARKETING MAJOR TOTAL REQUIRED CREDITS: 67

- A. Fundamental Preparation Courses: 16 credits
- B. Business Preparation Courses: 15 credits
- C. Business Foundation Core Courses: 18 credits
- D. Marketing Major Courses: 18 credits

A. FUNDAMENTAL PREPARATION COURSES (16 credits)

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

COURSE	COURSE NAME	PREREQUISITE(S)	CREDITS	FREQ.
ECON 120	Microeconomics*	MATH 111 w/C- or better	3	FA / SP / SU
ECON 121	Macroeconomics*	MATH 111 w/C- or better	3	FA / SP / SU
MATH 112	College Algebra II	MATH 111 w/C or better	4	FA / SP
SPCH 105	Public Speaking*	---	3	FA / SP / SU
ENGL 201/202/204	Advanced Writing Course	ENGL 101 w/C- or better	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)	CREDITS	FREQ.
ACCT 201	Financial Accounting	MATH 111	3	FA / SP / SU
ACCT 202	Managerial Accounting	ACCT 201, ECON 120, QM 210	3	FA / SP / SU
BUS 272	Legal Environment of Business	---	3	FA / SP
QM 210	Business Statistics I	MATH 112	3	FA / SP / SU
QM 310	Business Statistics II	MATH 112, QM 210; junior standing, business major/minor	3	FA / SP / SU

C. BUSINESS FOUNDATION CORE COURSES (18 credits)

Students must acquire an overall average GPA of 2.5 in 300/400 level foundation, major and concentration courses.

COURSE	COURSE NAME	PREREQUISITE(S)	CREDITS	FREQ.
QM 319	Operations Management	QM 210, MATH 112	3	FA / SP / SU
MIS 320	Management Info. Systems	ACCT 201	3	FA / SP / SU
FIN 330	Managerial Finance	ACCT 201, QM 210 (or MATH 309), ECON 121; junior standing, business major/minor	3	FA / SP / SU
MGT 349	Organizational Behavior	Jr./Sr. Standing	3	FA / SP / SU
MKT 350	Marketing Principles	ECON 120	3	FA / SP / SU
BUS 495	Strategic Management	Sr. Standing; FIN 330, MKT 350, MGT 349	3	FA / SP / SU

D. MARKETING COURSES (18 credits)

COURSE	COURSE NAME	PREREQUISITE(S)	CREDITS	FREQ.
MKT 354	Marketing Research	MKT 350, QM 310, Jr. Standing, business major/minor	3	FA / SP
MKT 355	Buyer Behavior	MKT 350, Jr. Standing, business major/minor	3	FA / SP
MKT 358	Promotions Management	MKT 350, Jr. Standing	3	FA / SP
MKT 455	Marketing Management	MKT 350, MKT 354, and MKT 355 or consent of instructor	3	SP / SU
Choose One (3 credits):				
MKT 452	Product Management	MKT 350	3	FA
MKT 458	Personal Selling	MKT 350	3	FA

Elective Course

Choose One (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 in Marketing, BUS 432 Service Management

Students considering earning the **SALES CERTIFICATE** should review the requirements below:

COURSE	COURSE NAME	PREREQUISITE(S)	CREDITS	FREQ.
MKT 350	Marketing Principles	ECON 120	3	FA / SP / SU
MKT 458	Personal Selling	MKT 350	3	FA
MKT 467	Selling of Financial Services	MKT 458	3	SP
MKT 469	Advanced Personal Selling	MKT 458	3	SP

NOTES: