



**Sample 4 Year Plan (Fall 2023 Requirements)
MARKETING MAJOR, DIGITAL MARKETING EMPHASIS
BBA (COLLEGE OF BUSINESS AND ECONOMICS)**

The 4 year Plan illustrates the type of curriculum a new freshman could take to complete a degree in 4 years; it is not an official document. Refer to Academic Advising Report for full requirements.

Sample Academic Advising Reports are available on-line at

<http://www.uww.edu/registrar/sample-aars>

Courses in bold are required for admission to the upper division business courses.

1st Semester	Units	2nd Semester	Units
ENGLISH 101 (pre-req. English 90)	3	ENGLISH 102 (pre-req. English 101)	3
Math 139 (pre req. Math 41) OR Math 143 (pre req. C or better in Math 139)	3	MATH 143 (pre req. C or better in Math 139)	3
BEINDP 101	3	CORE (CORE 110,130, or 120/140)	3
CORE (CORE 110,130, or 120/140)	3	PEGNRL 192	1
General Education Elective	3	Lab Science (GL) (co req. or completion of Math 141)	4-5
INTRAUNV 104 (recommended)	1		
Semester Total	15-16	Semester Total	14-15
3rd Semester	Units	4th Semester	Units
COMM 110	3	ECON 202 (pre-req. Econ 201)	3
ECON 201 (pre-req. Math 139)	3	ACCOUNT 249* (pre-req. Account 244)	3
CORE (CORE 110,130, or 120/140)	3	ECON 245 * (pre-req. MATH 143 OR MATH 152 OR MATH 243 OR MATH 250 OR MATH 253)	3
ITSCM 280 *	3	BEINDP 290 * (pre-req. English 102)	2
ACCOUNT 244 * (pre-req. Math 139)	3	BEINDP 288 (pre-req. English 102)	1
		General Education Elective/Diversity	3
Semester Total	15	Semester Total	15

Students take 300- and 400-level business courses in their junior and senior years. These courses require admission to the upper division business courses. See admission requirements on second page.

5th Semester	Units	6th Semester	Units
MARKETNG 311**	3	MARKETNG 321 (pre-req. Marketng 311 and Econ 245)	3
MARKETNG 312	3	MARKETNG 351 (pre-req. Marketng 311)	3
Upper Division Business Core** (see back page)	3	MARKETNG 352 (pre-req. Marketng 311)	3
Upper Division Business Core** (see back page)	3	Upper Division Business Core** (see back page)	3
CORE 390 (pre-req. 60 completed credits)	3	Upper Division Business Core** (see back page)	3
Semester Total	15	Semester Total	15
7th Semester	Units	8th Semester	Units
MARKETNG Elective (see back for elective options)	3	MANGEMNT 489 **	3
MARKETNG Elective (see back for elective options)	3	MARKETNG 479 (pre-req. Marketng 311 and 321)	3
International Requirement	3	MARKETNG 353 (pre-req. Marketng 311 and 351) (S)	3
General Education Elective	3	Elective	3
Elective	3	Elective	3
Elective	0-3		
Semester Total	15-18	Semester Total	15

*Lower division business courses that require 24 credits and a 2.5 combined GPA to register for them.

**Upper division business core courses that are required for all majors in the College of Business and Economics.

*** (F) = Course offered in fall only (S) = Course offered in spring only

Department Website: <http://www.uww.edu/cobe/departments/department-of-marketing>

Transfer students may have different general education requirements than those listed. Refer to your Advising Report for requirements specific to you.

Upper Division Business Core courses**

All business majors are required to take the upper division core of business courses below. In most cases, it is recommended that you complete these courses in your junior year. In some cases, specific core courses are recommended in specific semesters; otherwise, you may take them in either semester of your junior year. The upper division business core courses are:

FNBSLW 344-Business Finance (*pre-req. Accounting 244*)

ITSCM 306-Operations Management (*pre-req. ECON 245*)

FNBSLW 341-Business and Commercial Law

MANGEMNT 301-Organizational Behavior

MARKETNG 311-Principles of Marketing

MANGEMNT 489-Strategic Management is a senior-level capstone course and has five prerequisite courses: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, and MARKETNG 311.

MARKETING ELECTIVES (6Units) Select from courses: MARKETNG 337-Retail Management, MARKETNG 350 - Integrated Marketing Communications for Social Enterprises, MARKETNG 360 - Entrepreneurial Marketing, MARKETNG 361-International Marketing, MARKETNG 370 - Experiential Marketing, MARKETNG 371 - Sports Marketing, MARKETNG 372-Services Marketing, MARKETNG 400 - Innovation and Technology Marketing, MARKETNG 412-Business to Business Marketing, MARKETNG 420-Consumer Behavior, MARKETNG 431-Sales Management, MARKETNG 442-Logistics, MARKETNG 444-Omnichannel Marketing, MARKETNG 445-Marketing Analytics and Artificial Intelligence, MARKETNG 450-Sales Negotiation and Conflict Resolution, MARKETNG 460-Entrepreneurial and Advanced Sales Techniques, MARKETNG 465 Sales Team Practicum, Marketing 491 Travel Study, MARKETNG 493D1-Internship in Marketing-Digital Marketing Emphasis, MARKETNG 494-Marketing Seminar, MARKETNG 496-Special Studies, MARKETNG 497-Exchange Study, MARKETNG 498-Independent Study in Marketing, ITSCM 285 - Business Web Application Design

¹Note: A maximum of 3 units from available MARKETNG 493 courses count toward the completion of the Marketing Major.

General Advising Notes

Students should take MARKETNG 311 as their first Upper Division Core Course. MARKETNG 312 should be taken in the 5th semester with MARKETNG 311. MARKETNG 321 should be taken then semester after MARKETNG 311. MARKETNG 479 should be taken in the last semester and requires completion of MARKETNG 311 and MARKETNG 321, there is no exception to this rule. MARKETNG 351 and MARKETNG 352 should be taken in the 6th semester (2nd semester junior year). MARKETNG 353 should be taken in Spring of Senior year after completion of MARKETNG 311 and 351. MARKETNG 353 is spring only.

College of Business and Economics Notes

Admission to the Upper Division Business Courses:

As a business major, you must be admitted to the upper division to take 300- and 400-level business courses. Admission to upper division business courses requires that you meet the following criteria:

1. Have 54 **or** more projected units. Projected units are the number of units that will be earned at the end of the present term.
2. Have finished **or** be registering for the last unique and lower division business courses required for admission, indicated in **bold** on the previous page.
3. Have earned a combined (transfer and UW-Whitewater) GPA of at least 2.8.

After being admitted to upper division business courses, you must maintain a 2.50 combined cumulative GPA to be able to continue enrolling in business courses.

To graduate, business students must have:

1. At least 120 Units
2. 2.50 combined cumulative GPA, 2.50 combined GPA in the major, 2.50 combined GPA in all subjects offered by the College of Business and Economics
3. Completed all course requirements of the degree and major.