



School of Business & Economics  
College of Professional Studies  
University of Wisconsin - Stevens Point

## Business Major – Marketing

(68-71 credits)

Academic Year 2017-18

- **GPA Requirement: Achieve cumulative GPA of 2.50 or higher in all major courses (including transfer courses).**
- **Course prerequisites are in parenthesis following the course title.**

### 14 Core Courses (44 credits) In general, try to complete the core classes in approximately this sequence.

- \_\_\_ **Calculus - MATH 109** or Math 111 or Math 120
- \_\_\_ **Statistics - MATH 355** or FOR 321 or SOC 351 or PAPR 314 or PSYC 300
- \_\_\_ **ECON 110** Principles of Macroeconomics
- \_\_\_ **ECON 111** Principles of Microeconomics (E110)
- \_\_\_ **ACCT 210** Principles of Financial Acct
- \_\_\_ **ACCT 211** Principles of Managerial Acct (A210)
- \_\_\_ **BUS 300** Written Communication for the Business Professional (B325)
- \_\_\_ **BUS 301** Oral Communication for the Business Professional (B325)
- \_\_\_ **BUS 325** Organizational Behavior
- \_\_\_ **BUS 330** Principles of Marketing
- \_\_\_ **BUS 340** Business Law I *\*\*counts as Interdisciplinary Studies course\*\**
- \_\_\_ **BUS 350** Principles of Finance (A210)
- \_\_\_ **BUS 360** Principles of Production (A211, E111, Calc, Stats)
- \_\_\_ **BUS 370** Management Information Systems (B325, B330)  
May also take **ACCT 370** (Acct Info Systems) in place of **BUS 370**

### 1 Global Business and Economy Elective (3 credits) Take one course from following list.

- \_\_\_ **ACCT 310** Intermediate Financial Accounting (A210)
- \_\_\_ **BUS 327** Managing Global Organizations (B325)
- \_\_\_ **BUS 339** International Marketing (B330)
- \_\_\_ **BUS 342** International Business Law (B340)
- \_\_\_ **BUS 357** International Corporate Finance (B350)
- \_\_\_ **BUS 493** Internship in China
- \_\_\_ **BUS 497** Internship in Business Administration (International Experience)
- \_\_\_ **ECON 362** Economic Development (E111)
- \_\_\_ **ECON 365** International Economics (E111)

### 2 Marketing Courses (6 credits)

- \_\_\_ **BUS 331** Marketing Research (B330)
- \_\_\_ **BUS 337** Buyer Behavior (B330)

### 5 Marketing Electives (15 credits) Choose 5 courses from the list below. At least 9 credits must be from BUS courses.

- \_\_\_ **BUS 221** The Entrepreneurial Process
- \_\_\_ **BUS 321** Entrepreneurship (B320 or B325, B330, A210)
- \_\_\_ **BUS 333** E-Marketing (B330)
- \_\_\_ **BUS 335** Retailing (A210, B330)
- \_\_\_ **BUS 336** Sales Management (B330)
- \_\_\_ **BUS 339** International Marketing (B330)
- \_\_\_ **BUS 390** Ethics in Business (B340, B325)
- \_\_\_ **BUS 490** Approved Special Topic (varies)
- \_\_\_ **BUS 493** Internship in China
- \_\_\_ **BUS 497** Internship in Business Administration
- \_\_\_ **Comm 336** Communication and Promotional Strategies
- \_\_\_ **ECON 310** Intro Econometrics (E110, E111, Calc & Stats)
- \_\_\_ **ECON 330** Evaluation of American Enterprise (E111)
- \_\_\_ **ECON 340** Industrial Organization (E111)
- \_\_\_ **ENGL 351** Advanced Business Writing

### 1 Capstone Course (3 credits) Designed to be taken your final semester with instructor consent.

- \_\_\_ **BUS 480** Strategic Management  
-You may take only one core course in conjunction with the Capstone.

**NOTE: To complete a second area of concentration, you must complete 15 additional credits in the second area of concentration. (Courses which haven't already counted toward the first area of concentration)**