



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

Marketing (69-71 credits)

- **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 Business Courses (42-44 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 May also take **Econ 200**: Principles of Economics and an additional 3 credit
- ___ **ECON 111** Principles of Microeconomics Econ course from the 200-400 level (not including Econ 497 or Econ 498)
- ___ **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**

3 Marketing Core Courses (9 credits)

- ___ **BUS 331** Marketing Research (B330)
- ___ **BUS 337** Buyer Behavior (B330)
- ___ **BUS 438** Marketing Strategy (B330)

3 Focused Marketing Courses (9 credits)

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| ___ BUS 333 E-Marketing (B330) | ___ BUS 490 Approved Special Topics (varies) |
| ___ BUS 334 Sports Marketing (B330) | ___ COMM 336 Communication and Promotional Strategies |
| ___ BUS 335 Retailing (B330) | ___ DAB 340 Marketing Analytics |
| ___ BUS 336 Sales Management (B330) | ___ ECON 340 Industrial Organization |
| ___ BUS 339 International Marketing (B330) | |

2 General Electives (6 credits)

Successfully complete an additional 6 credits in the SBE, 200 level or above, not including Acct 498, Bus 320, Bus 496, Bus 498, Econ 200, or Econ 498. Courses taken to satisfy other requirements of the major do not count towards this requirement.

Course #1
Course #2

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.