

MARKETING CHECKLIST

Please use this document to explore your intended major, track your degree progress and prepare for your advising appointments.

ADVANCEMENT TO THE MAJOR

Students are eligible to advance to their major when the following requirements have been completed:

- Attain Junior standing** (56 credits)
- Satisfy Oral and Written Communication requirement** (complete the English sequence [English 100/101 and 102] with a "C" or better in English 102, or place out of English 102, or transfer in an OWCB course with "C" or better)
- Satisfy Quantitative Literacy requirement** (complete the math sequence [92/102/75 + 105, 94 + 105, or 98/108] with a grade of "C" or better in Math 105/108, or place out of Math 105/108, or transfer in a QLB course with a "C" or better)
- Complete the Business Foundation courses with a GPA of 2.25 or above**
- Obtain a cumulative GPA of 2.50** or above in ALL coursework, including transfer coursework

*If you were admitted to UWM as a business major Fall 2020 or thereafter, follow this curriculum.

GENERAL EDUCATION REQUIREMENTS: 24 CREDITS

- ENGLISH 205** Business Writing (OWCB requirement)
- Arts** 3 credits
- Humanities** 6 credits
- Social Science** 6 credits (cannot include ECON, other than 100 or 193 or 248)
- Natural Science** 6 credits (including one lab; cannot include Math 211/231)
- UWM Foreign Language Requirement**
- UWM Cultural Diversity Requirement**
One course from the Arts, Humanities, or Social Sciences must also satisfy UWM's Cultural Diversity requirement.

BUSINESS FOUNDATION COURSES: 21 CREDITS

- ECON 103** Principles of Microeconomics
- ECON 104** Principles of Macroeconomics
- BUS ADM 201** Intro to Financial Accounting ("B" or better required for Accounting majors)
- BUS ADM 230** Intro to Information Technology Management ("C" or better required for ITM majors)
- MATH 208** Quantitative Models for Business (or equivalent)
- COMMUN 103** Public Speaking
- or*
- COMMUN 105** Business and Professional Communication

Note: Certain courses will have equivalents in the Business Scholars program.

Go to uwm.edu/schedule to view GER course options.

BUSINESS CORE COURSES: 29 CREDITS

- BUS ADM 202** Managerial Accounting
- BUS ADM 210** Statistical Modeling for Business Analytics
- BUS ADM 300** Career and Professional Development
- BUS ADM 330** Organizations
- BUS ADM 350** Principles of Finance ("C" or better required for Finance majors)
- BUS ADM 360** Principles of Marketing
- BUS ADM 370** Intro to Supply Chain Management
- BUS ADM 391** Business Law I
- BUS ADM 600** Management Analysis

Note: Certain courses will have equivalents in the Business Scholars program.

INTERNATIONAL BUSINESS

- Choose one of the following for the International Business component:

- BUS ADM 456** International Financial Management
- BUS ADM 465** International Marketing
- BUS ADM 496** International Business
- BUS ADM 498** Study Abroad: Business Topic
- BUS ADM 535** Global Information Technology Management
- BUS ADM 541** Cross Cultural Management
- BUS ADM 551** International Investments

MARKETING MAJOR: 21 CREDITS

- Bus Adm 461** Consumer Behavior
- Bus Adm 462** Marketing Research
- Bus Adm 463** Marketing Management
- At least four of the following courses:
 - BUS ADM 447** Entrepreneurship
 - BUS ADM 460** Retail Management
 - BUS ADM 464** Management of Promotion
 - BUS ADM 465** International Marketing*
 - BUS ADM 466** Business to Business Sales and Marketing
 - BUS ADM 467** Marketing Seminar
 - BUS ADM 468** Internet Marketing
 - BUS ADM 469** Marketing Professional Internship

* If BUS ADM 465 is selected as the International Business area course, students must choose a different marketing elective to complete the major.

BUSINESS ELECTIVES: 12 CREDITS

A business elective is any course with Bus Adm as the subject. The course cannot be one a student has already taken as part of the foundation, core, or major coursework. Students often use business electives to complete a double major or certificate.

- _____
- _____
- _____
- _____

GENERAL ELECTIVES: 13 CREDITS

- _____ # of credits completed
- Could be satisfied by English, Math, Foreign Language, or any other credit bearing course.

TOTAL: 120 CREDITS

Note: 50% of all required business coursework must be taken at UW-Milwaukee. A minimum of 12 credits must be completed in residence at UW-Milwaukee for each Business Major.

Course descriptions and prerequisites can be found at uwm.edu/catalog.

Final 30 credits of degree coursework must be completed through UW-Milwaukee.

QUESTIONS?

Undergraduate Student Services
Lubar Hall, N297
414-229-5271
uwmbba@uwm.edu
lubar.uwm.edu

Online advising resources available at
lubar.uwm.edu/mylubar

