

MARKETING CHECKLIST

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

ADMISSION TO THE MAJOR

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

- Attain Junior standing** (56 credits)
- Satisfy Oral and Written Communication requirement** (Part A) (complete the English sequence with a "C" or better in English 102 or place high enough on the English Placement Test)
- Satisfy Quantitative Literacy requirement** (complete the math sequence with a grade of "C" or better in Math 105 or Math 108 or place high enough on the Math Placement Test)
- Complete the Business Foundation courses** (with a cumulative GPA of 2.25 or above)
- Obtain a cumulative GPA of 2.50** or above in ALL coursework, including transfer coursework
- Complete the Admission to the Major form** (available in the Undergraduate Student Services office, Lubar Hall N297 or online)

*If you were admitted to a Business major Fall 2012 or thereafter, follow this curriculum.

GENERAL EDUCATION REQUIREMENTS: 24 CREDITS

- ENGLISH 205** Business Writing (satisfy Oral and Written Communications requirement Part B)
- 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: 20 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 211** Survey in Calculus and Analytic Geometry, or equivalent
 - Choose one of the following:
COMMUN 103 Public Speaking
COMMUN 105 Business and Professional Communication
- Note:** Certain courses will have equivalents in the Business Scholars program.



BUSINESS CORE COURSES: 28 CREDITS

- BUS ADM 210** Intro to Management Statistics
- BUS ADM 302** Managerial Accounting
- 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.

- 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.

- _____
- _____
- _____
- _____

May include Bus Adm 397, additional Bus Adm courses in the major, business courses outside of the major, and/or Bus Adm courses used in the completion of a second Business major or Business certificate program.

GENERAL ELECTIVES: 18 CREDITS

- # of credits completed

May include:

- English 101** Introduction to College Writing
- English 102** College Writing and Research
- Math 105** Intermediate Algebra
- Math 108** Algebraic Literacy II
- Foreign Language credits**
- Bus Adm 300** Career and Professional Development (strongly recommended)

TOTAL: 123 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.

QUESTIONS? PLEASE CONTACT

Undergraduate Student Services

Lubar Hall, N297

414-229-5271

uwmmba@uwm.edu

lubar.uwm.edu

Online advising resources available at

LUBAR.UWM.EDU/MYLUBAR