

## BACHELOR OF BUSINESS ADMINISTRATION

# MARKETING - FOUR YEAR PLAN

## YEAR ONE

### FALL

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
<b>MATH 105</b> or <b>108*</b>	3	Introduction to College Algebra
<b>ENGLISH 101*</b>	3	Introduction to College Writing
<b>ECON 103</b>	3	Principles of Microeconomics
<b>HUMANITIES†</b>	3	General Education Requirement
<b>BUS ADM 100</b>	3	General Education Requirement (SS)
<b>Total Credits</b>	<b>15</b>	

### SPRING

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
<b>MATH 211</b>	4	Survey in Calculus and Analytic Geometry
<b>ENGLISH 102</b>	3	College Writing and Research
<b>ECON 104</b>	3	Principles of Macroeconomics
<b>BUS 230</b>	3	Introduction to Information Tech Management
<b>COMM 103</b> or <b>105</b>	3	Communication Requirement
<b>Total Credits</b>	<b>16</b>	

## YEAR TWO

### FALL

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
<b>BUS ADM 201</b>	4	Introduction to Financial Accounting
<b>SOCIAL SCIENCE†</b>	3	General Education Requirement
<b>ENGLISH 205</b>	3	Business Writing
<b>HUMANITIES†</b>	3	General Education Requirement
<b>NATURAL SCIENCE</b>	3	General Education Requirement
<b>Total Credits</b>	<b>16</b>	

### SPRING

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
<b>BUS ADM 210</b>	4	Introduction to Management Statistics
<b>BUS ADM 370</b>	3	Introduction to Supply Chain Management
<b>NATURAL SCIENCE LAB</b>	3	General Education Requirement
<b>BUS ADM 302</b>	3	Managerial Accounting
<b>ELECTIVE</b>	3	General Elective
<b>Total Credits</b>	<b>16</b>	

\*Based on English and Math Placement Scores. Testing into a higher or lower Math and/or English may alter timeline.

\*\*Four Year Plan assumes Foreign Language Requirement was satisfied in high school.

\*\*\*Four Year plans are based on a student pursuing one major and require successful completion of course work and prerequisites of all classes. Other class requirements may apply. Please see an Academic Advisor for details.

† One General Education Requirement course in either the Arts, Humanities or Social Sciences must include the Cultural Diversity Requirement.

## YEAR THREE

### FALL

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
<b>BUS ADM 350</b>	3	Principles of Finance
<b>BUS ADM 300</b>	1	Career and Professional Development
<b>BUS ADM 330</b>	3	Organizations
<b>BUS ADM 360</b>	3	Principles of Marketing
<b>ART†</b>	3	General Education Requirement
<b>ELECTIVE</b>	3	General Elective
<b>Total Credits</b>	<b>16</b>	

### SPRING

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
<b>BUS ADM 461</b>	3	Consumer Behavior
<b>BUS ADM 462</b>	3	Marketing Research
<b>MARKETING X</b>	3	See Below
<b>BUS ADM X</b>	3	Business Elective
<b>BUS ADM X</b>	3	Business Elective
<b>Total Credits</b>	<b>15</b>	

## YEAR FOUR

### FALL

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
<b>BUS ADM 463</b>	3	Marketing Management
<b>MARKETING X</b>	3	See Below
<b>BUS ADM 391</b>	3	Business Law
<b>BUS ADM X</b>	3	Business Elective
<b>BUS ADM X</b>	3	Business Elective
<b>Total Credits</b>	<b>15</b>	

### SPRING

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
<b>MARKETING X</b>	3	See Below
<b>MARKETING X</b>	3	See Below
<b>IBC X</b>	3	International Business Component
<b>BUS ADM 600</b>	3	Management Analysis
<b>ELECTIVE</b>	2	General Elective
<b>Total Credits</b>	<b>14</b>	

## TOTAL: 123 CREDITS

## MARKETING ELECTIVE COURSES:

<u>Course</u>	<u>Course Title</u>	<u>Course</u>	<u>Course Title</u>
<b>BUS ADM 447</b>	Entrepreneurship	<b>BUS ADM 466</b>	Business to Business Sales and Marketing
<b>BUS ADM 460</b>	Retail Management	<b>BUS ADM 467</b>	Marketing Seminar
<b>BUS ADM 464</b>	Management of Promotion	<b>BUS ADM 468</b>	Internet Marketing
<b>BUS ADM 465</b>	International Marketing	<b>BUS ADM 469</b>	Marketing Professional Internship

## QUESTIONS? PLEASE CONTACT

[lubar.uwm.edu/mylubar](http://lubar.uwm.edu/mylubar) • Lubar Hall N297 • 414-229-5271 • [uwmbba@uwm.edu](mailto:uwmbba@uwm.edu)