

BACHELOR OF BUSINESS ADMINISTRATION

MARKETING - FOUR YEAR PLAN

YEAR ONE

FALL

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

SPRING

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
MATH 208	4	Quantitative Models for Business
ENGLISH 102	3	College Writing and Research
ECON 104	3	Principles of Macroeconomics
BUS ADM 201	4	Introduction to Financial Accounting
COMM 103 or 105	3	Communication Requirement
Total Credits	17	

YEAR TWO

FALL

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
BUS ADM 202	3	Managerial Accounting
BUS ADM 230	4	Intro to Information Tech. Mgmt.
SOCIAL SCIENCE†	3	General Education Requirement
ENGLISH 205	3	Business Writing
NATURAL SCIENCE	3	General Education Requirement
Total Credits	16	

SPRING

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
BUS ADM 210	4	Statistical Modeling in Business Analytics
BUS ADM 370	3	Introduction to Supply Chain Management
NATURAL SCIENCE LAB	3	General Education Requirement
HUMANITIES†	3	General Education Requirement
BUS ADM ELECTIVE	3	Business Elective
Total Credits	16	

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

SPRING

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

YEAR FOUR

FALL

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
BUS ADM 463	3	Marketing Management
MARKETING ELECTIVE	3	Marketing Major Elective - See Below
BUS ADM 391	3	Business Law
BUS ADM ELECTIVE	3	Business Elective
ELECTIVE	1	General Elective
Total Credits	13	

SPRING

<u>Course</u>	<u>Credits</u>	<u>Course Title</u>
MARKETING ELECTIVE	3	Marketing Major Elective - See Below
MARKETING ELECTIVE	3	Marketing Major Elective - See Below
IBC ELECTIVE	3	International Business Component
BUS ADM 600	3	Management Analysis
Total Credits	12	

TOTAL: 120 CREDITS

MARKETING ELECTIVE COURSES:

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

QUESTIONS? PLEASE CONTACT

lubar.uwm.edu/mylubar • Lubar Hall N297 • 414-229-5271 • uwmbba@uwm.edu