

# MARKETING

## WHY STUDY MARKETING?

Marketing is the area of business that revolves around satisfying customer needs – through research, development of products and services, planning, pricing, advertising, promotion, and distribution.

Marketers don't sit still. The field is dynamic, which means that marketers have to constantly be on top of changes in customer attitudes and buying behaviors. They need to understand how the economy, culture, and demographics will affect their business. They must also have a deep understanding of their industry and the competition. And they need to pull all of that together to help satisfy the customer, build new markets, and grow their companies.

As a Marketing major at the Lubar College, you'll gain fundamental knowledge that will prepare you for a marketing career in a corporation, non-profit organization, or even government. You'll learn how marketing supports an organization's objectives, how to examine consumer motivation and behavior; how to price, promote, and distribute products and services; and how to plan and analyze market research data to make good decisions.

## CAREERS IN MARKETING

As a Marketing graduate, you'll have a wide range of career opportunities available to you when you enter the workforce. Many students who major in marketing go on to careers in sales, consumer products, advertising, product management, brand management, retail, sports and entertainment, entrepreneurial ventures, or other industries.

## QUESTIONS? PLEASE CONTACT

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



# DEGREE OUTLINE

Some grade requirements, admission to major requirements and course restrictions may apply.  
Be sure to see a Lubar academic advisor for more information.

## General Education Requirements: 24 credits

ENGLISH 205 Business Writing  
Arts (3 credits)  
Humanities (6 credits)  
Social Science (6 credits)  
Natural Science (6 credits)  
UWM Foreign Language Requirement  
UWM Cultural Diversity Requirement

## Business Foundation Courses: 21 credits

ECON 103 Principles of Microeconomics  
ECON 104 Principles of Macroeconomics  
BUS ADM 201 Introduction to Financial Accounting  
BUS ADM 230 Intro to Information Technology Management  
MATH 208 Quantitative Models for Business, or equivalent

*Choose at least one of the following:*

COMMUN 103 Public Speaking  
COMMUN 105 Business and Professional Communication

## Business Core Courses: 29 credits

BUS ADM 202 Managerial Accounting  
BUS ADM 210 Statistical Modeling in Business Analytics  
BUS ADM 300 Career and Professional Development  
BUS ADM 330 Organizations  
BUS ADM 350 Principles of Finance  
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

*Choose at least 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

*Choose at least four of the following:*

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

## Business Electives: 12 credits

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

## General Electives: 13 credits

Credits towards the degree not counted in other categories will apply to General Electives. Classes counting towards General Electives may include, but are not limited to: English 101 Introduction to College Writing, English 102 College Writing and Research, Math 105 Introduction to College Algebra, Math 108 Algebraic Literacy II, Foreign Language credits.

## TOTAL: 120 CREDITS