

# MARKETING MAJOR (BS)

Department website (<https://www.uwp.edu/learn/programs/marketingmajor.cfm>)

College: College of Business, Economics, and Computing

The marketing program at UW-Parkside includes fundamental and business preparation courses (30 credits), upper-level foundation courses (18 credits), and marketing courses (18 credits). Students should declare a concentration as soon as possible after declaring the major.

Career possibilities include account executive, advertising manager, communication director, international buyers, market research analyst, product development director.

## Program Learning Outcomes

- Marketing Major with a Business to Business and Sales Concentration Outcomes: Students will be aware and able to understand and apply concepts from core marketing topics, including buyer behavior, market research, product management, and promotions management. Students will be able to understand, apply, and communicate buyer behavior, concepts to a realistic business product situation. Students will be able to understand and apply personal selling techniques to industry standard. Students will be able to develop and execute a market research project to industry expectations in a community-based learning environment. Students will be able to develop and implement a marketing plan for a business product including management of supply and distribution channels.
- Marketing Major with a Business to Consumer and Digital Marketing Concentration Outcomes: Students will be aware and able to understand and apply concepts from core marketing topics, including buyer behavior, market research, product management, and promotions management. Students will be able to understand, apply, and communicate buyer behavior, concepts to a realistic consumer product situation. Students will be able to understand and apply promotions management concepts, and teams will be able to prepare and present promotions plans to industry expectations, applying concepts to realistic client situations. Students will be able to develop and execute a market research project to industry expectations in a community-based learning environment. Students will be able to utilize social media and digital marketing tools to basic industry standard to meet marketing objectives.
- Marketing Major with a General Marketing Concentration Outcomes: Students will be aware and able to understand and apply concepts from core marketing topics, including buyer behavior, market research, product management, and promotions management. Students will be able to understand, apply, and communicate buyer behavior, concepts to a realistic product situation. Students will be able to understand and apply promotions management concepts, and teams will be able to prepare and present promotions plans to industry expectations, applying concepts to realistic client situations. Students will be able to develop and execute a market research project to industry expectations in a community-based learning environment. Students will be able to develop and implement a marketing plan to basic industry standard to meet marketing objectives.

### Requirements for the Marketing Major

An overall GPA of 2.5 in 300/400 level business foundation, major and concentration courses (including any transfer courses).

## Common Fundamental, Preparation, and Core Course Requirements for all Business Majors

Business students should declare a major, and concentration if applicable, as soon as possible to stay on track toward graduation.

The following common requirements for all degrees in the business department are in addition to the university general education requirements.

Code	Title	Credits
<b>Fundamental Preparation Courses <sup>1</sup></b>		
A minimum grade of C or better is required in each course below (C- is not acceptable).		
<i>Required Courses</i>		
ECON 120	Principles of Microeconomics	3
ECON 121	Principles of Macroeconomics	3
COMM 105	Public Speaking for the 21st Century	3
QM 110	Applied Quantitative Analysis in Business	3
<i>Advanced Writing Course</i>		
Select one of the following:		3
ENGL 201	Advanced Composition	
ENGL 202	Technical Writing	
ENGL 204	Writing for Business and Industry	
Fundamental Preparation Courses Subtotal		15
<b>Business Preparation Courses <sup>1</sup></b>		
A minimum grade of C or better is required in each course below (C- is not acceptable).		
ACCT 201	Financial Accounting	3
ACCT 202	Managerial Accounting	3
BUS 272	Legal Environment of Business	3
QM 210	Business Statistics I	3
QM 310	Business Statistics II	3
Business Preparation Courses Subtotal		15
<b>Business Foundation Core Courses <sup>2</sup></b>		
Students must acquire an overall average GPA of 2.5 in 300/400 level foundation, major and concentration courses.		
QM 319	Operations Management	3
MIS 320	Management Information Systems	3
FIN 330	Managerial Finance	3
MGT 349	Organizational Behavior	3
MKT 350	Marketing Principles	3
BUS 495	Capstone in Strategic Management	3
Business Foundation Core Courses Subtotal		18
<b>Total Credits</b>		<b>48</b>

<sup>1</sup> Approved transfer classes worth fewer credits than the equivalent class can reduce the 15 credit requirement.

<sup>2</sup> Approved transfer classes worth fewer credits than the equivalent class can reduce the 18 credit requirement.

**Prerequisites for 300-400 level business courses:**

- Major declared and accepted;
- Completion of a minimum of 54 credits;
- Minimum overall GPA of 2.00 (calculated with and without transfer grades);
- Be within 12 or fewer credits of completing general education requirements.

**Requirements for the Marketing Major**

Code	Title	Credits
<b>Common Fundamental, Preparation, and Core Courses</b>		<b>48</b>
<b>Required Marketing Courses</b>		
MKT 354	Marketing Research	3
MKT 355	Buyer Behavior	3
<b>Select a Concentration</b>		<b>12</b>
<b>Total Credits</b>		<b>66</b>

<sup>1</sup> Approved transfer classes worth fewer credits than the equivalent class can reduce the 15 credit requirement.

<sup>2</sup> Approved transfer classes worth fewer credits than the equivalent class can reduce the 18 credit requirement.

**Marketing Concentrations**

Code	Title	Credits
<b>Business to Business Sales and Marketing Concentration</b>		
<i>Required Courses</i>		
MKT 458	Personal Selling	3
MKT 467	Selling of Financial Services	3
MKT 469	Advanced Personal Selling	3
<i>Select one Course:</i>		<b>3</b>
BUS 427	Introduction to Supply Chain Management	
MKT 358	Promotions Management	
MKT 450	Social Media Marketing	
MKT 453	Advanced Digital and Social Media Marketing	
MKT 490	Special Topics in Marketing	
MKT 494	Internship	
<b>Total Credits</b>		<b>12</b>

Code	Title	Credits
<b>Business to Consumer and Digital Marketing Concentration</b>		
<i>Required Courses</i>		
MKT 358	Promotions Management	3
MKT 450	Social Media Marketing	3
MKT 453	Advanced Digital and Social Media Marketing	3
<i>Select one course:</i>		<b>3</b>
BUS 432	Services Management	
MKT 353	Internet Marketing <sup>1</sup>	
MKT 458	Personal Selling	
MKT 467	Selling of Financial Services	
MKT 469	Advanced Personal Selling	
MKT 490	Special Topics in Marketing	

MKT 494	Internship	
<b>Total Credits</b>		<b>12</b>

<sup>1</sup> MKT 353 recommended.

Code	Title	Credits
<b>General Marketing Concentration</b>		
<i>Required Courses</i>		
MKT 358	Promotions Management	3
MKT 450	Social Media Marketing	3
MKT 458	Personal Selling	3
<i>Select one course:</i>		<b>3</b>
BUS 427	Introduction to Supply Chain Management	
MKT 453	Advanced Digital and Social Media Marketing	
MKT 467	Selling of Financial Services	
MKT 469	Advanced Personal Selling	
MKT 490	Special Topics in Marketing	
MKT 494	Internship	
<b>Total Credits</b>		<b>12</b>

**General University Degree Requirements (Bachelor's Degree)**

In addition to individual program requirements, students must also fulfill the following requirements:

Requirement	Credits
Skills	7-8
General Education	36
Foreign Language**	6-8
Ethnic Diversity	3
<b>Total</b>	<b>52-55</b>

\*\* Transfer students in sustainable management, and health information management and technology collaborative, online degree-completion programs, the business management online degree-completion program, and the flexible option degree-completion program will be exempt from the university's foreign language requirement. See appropriate academic section for further information.

Skills Requirement (<https://catalog.uwp.edu/policies/#skills>)

Code	Title	Credits
<b>Reading and Writing</b>		
ENGL 101	Composition and Reading	3
<b>Computational Skills</b>		
<i>Select one of the following:</i>		<b>4-5</b>
MATH 102	Quantitative Reasoning	
MATH 103	Elementary Statistics	
MATH 104	College Mathematics with Applications	
MATH 111	College Algebra I	
<b>Total Credits</b>		<b>7-8</b>

General Education (<https://catalog.uwp.edu/policies/#general>)

- General Education Course List (<https://catalog.uwp.edu/programs/general-education-program/#coursestext>)

Foreign Language (<https://catalog.uwp.edu/policies/#language>)

Ethnic Diversity (<https://catalog.uwp.edu/policies/#ethnic>)

#### Degree Requirements

<b>Requirement</b>	<b>Credits</b>
Minimum Total Credits	120
Upper Level Credits (300 level or above)	36
Residency	30

Cumulative Degree GPA: 2.0 minimum