

UNIVERSITY OF WISCONSIN-SUPERIOR  
DEPARTMENT OF BUSINESS AND ECONOMICS (DBE)  
BUSINESS ADMINISTRATION (Comprehensive - No Minor Required)

**Marketing Concentration**

2012 - 2014 Catalog

**REQUIRED FOR ADMISSION TO UPPER DIVISION (300/400-LEVEL DBE COURSES)**

Students majoring in the DBE must be admitted to the department prior to enrolling in 300/400-level courses. To be admitted to DBE, students must first:

1. **Earn an overall grade point average of 2.3 or higher.** This requirement applies to all students, **including transfer students**. Coursework at previously attended colleges or universities will be included in GPA computations.
2. Complete the following courses with a **GPA of at least 2.0 with no grade lower than C -**: ITS 108; ACCT 200, 201; BUS 270; ECON 250, 251.
3. Complete the following: MATH 151 or Math 240 for all DBE majors. WRIT 101; 102; COMM 110; HHP 102 and all but 12 credits of the remaining University General Education requirements.

**Students with majors offered by the Department of Business and Economics may not enroll in any of the courses listed above on a Pass/Fail basis.** The General Education Mathematics requirement is satisfied by MATH 151 or 240. All of the requirements stated above also apply to transfer students.

**SUGGESTED SEMESTER BY SEMESTER COURSE PLAN**

**Year One  
Semester One**

ITS 108	3
WRIT 101/FYS 116 <i>(pending placement)</i>	3
HHP 102	3
HHP 102 Lab	0
Any Gen Ed/Electives	3-6
<b>TOTAL</b>	<b>12-15</b>

**Year One  
Semester Two**

COMM 110	3
WRIT 102	3
MATH 151 <i>(pending placement)</i>	3
Any Gen Ed/Electives	3-6
<b>TOTAL</b>	<b>12-15</b>

**Year Two  
Semester One**

ACCT 200	3
BUS 270 <sup>2</sup>	3
ECON 250	3
Any Gen Ed/Electives	4-8
<b>TOTAL</b>	<b>13-17</b>

**Year Two  
Semester Two**

ACCT 201 <sup>1</sup>	3
BUS 211	3
ECON 251	3
WRIT 209 <sup>3</sup>	3
Any Gen Ed/Electives	2-4
<b>TOTAL</b>	<b>14-16</b>

<sup>1</sup>Prerequisite: Acct 200 with a grade of at least a C-

<sup>2</sup>Prerequisite: ITS 108 with a grade of at least a C-

<sup>3</sup>Prerequisite: WRIT 102, COMM 110

**Year Three  
Semester One**

BUS 306	3
BUS 370	3
FIN 320	3
Any Gen Ed/Electives	6
<b>TOTAL</b>	<b>15</b>

**Year Three  
Semester Two**

BUS 371	3
BUS 380	3
BUS 430 <sup>4</sup>	3
Any Gen Ed/Electives	6
<b>TOTAL</b>	<b>15</b>

**Year Four  
Semester One**

BUS 373 <sup>5</sup>	3
BUS 474 <sup>5</sup>	3
BUS 482	3
ECON 430 <sup>4</sup>	3
Any Gen Ed/Electives	3
<b>TOTAL</b>	<b>15</b>

**Year Four  
Semester Two**

BUS 475 <sup>5</sup>	3
BUS 484	3
BUS 495 (Capstone)	3
Any Gen Ed/Electives	6
<b>TOTAL</b>	<b>15</b>

<sup>4</sup> ECON 430 or BUS 430 required, not both.

<sup>5</sup> At least two courses are required from the following: BUS 301, 373,375,400,474,475,477.

**Please Note:**

- 120 total credits and 36 credits numbered 300 or higher are required for graduation.
- Please note: Music161 covers two categories for the 2012-2014 catalog: Diversity, Humanities OR Non-Western.
- **BUS 370, BUS 380 and FIN 320 cannot be taken at the same time as BUS 495.**

60 Credits				
<b>Required Core Courses</b>				
Dept.	No.	Course Name	Prerequisites	Sem. Offered
ITS	108	Business Computer Applications		F,S
MATH	151	Business Calculus (or MATH 240)	Qualified on Placement Test or Math 102 (C- or higher)	F,S
ACCT	200	Financial Accounting		F,S,SS
ACCT	201	Managerial Accounting	ACCT 200	F,S,SS
BUS	211	Business Law I		F,S
BUS	270	Business Statistics	ITS 108 (C- or higher)	F,S
ECON	250	Principles of Microeconomics		F,S
ECON	251	Principles of Macroeconomics		F,S
WRIT	209	Business & Professional Writing	WRIT 102, Comm 110	F,S
FIN	320	Principles of Finance	Admission to DBE	F,S
BUS	370	Principles of Marketing	Admission to DBE	F,S
BUS	380	Principles of Management	Admission to DBE	F,S
BUS	495	Strategic Management (Capstone)	Admission to DBE; BUS 370, 380; FIN 320	F,S
<b>Required Concentration Courses</b>				
BUS	306	Quantitative Methods	Admission to DBE	F, S
BUS	371	Consumer Behavior	Admission to DBE, BUS 370	S
BUS	482	Marketing Research	Admission to DBE, BUS 370	F
BUS	484	Marketing Strategy & Brand Management	Admission to DBE, BUS 370	S
<b>Either:</b>				
BUS		International Business	Admission to DBE	S
or				
ECON		International Economics	Econ 250 and 251 or ECON 235	F
<b>And at least two of the following:</b>				
BUS	301	Study Abroad	Admission to DBE	
BUS	373	Advertising Principles & Design	Admission to DBE, BUS 370 or Comm 170 (or consent of instructor)	S
BUS	375	Public Relations	Admission to DBE, BUS 370	F
BUS	400	Business Internship	Admission to DBE, consent of instructor	F,S
BUS	474	Retail Marketing	Admission to DBE, BUS 370	F
BUS	475	Professional Selling & Sales Management	Admission to DBE, BUS 370	S
BUS	477	Integrated Marketing Communication	Admission to DBE, BUS 370	S

<sup>2</sup>BUS 430 or ECON 430 cannot be used twice to satisfy a requirement in the concentration.