



# Business Administration - Marketing

## 2019-2021

*\* This is a sample of the type of curriculum a new freshman would take to complete a degree in 4 years.*

<p><b>SEMESTER 1</b></p> <p>WRIT 102: Introduction to Academic Writing - 3 credits          HHP 102: Health and Wellness - 3 credits          University Studies - 3 credits          University Studies - 3 credits          University Studies - 3 credits</p> <p><b>Total - 15 Credits</b></p>	<p><b>SEMESTER 2</b></p> <p>COMM 110: Introduction to Communication - 3 credits          BUS 101: Introduction to Business - 3 credits          MATH 151: Calculus for Business, Life and Social Sciences - 3 credits          University Studies - 3 credits          University Studies - 3 credits</p> <p><b>Total - 15 credits</b></p>
<p><b>SEMESTER 3</b></p> <p>ACCT 200: Financial Accounting - 3 credits          BUS 270: Business Statistics - 3 credits          ECON 250: Principles of Microeconomics - 3 credits          University Studies - 3 credits          University Studies - 3 credits</p> <p><b>Total - 15 credits</b></p>	<p><b>SEMESTER 4</b></p> <p>ACCT 201: Managerial Accounting - 3 credits          BUS 211: Business Law I - 3 credits          ECON 251: Principles of Macroeconomics - 3 credits          WRIT 209: Introduction to Professional Writing - 3 credits          University Studies - 3 credits</p> <p><b>Total - 15 credits</b></p>
<p><b>SEMESTER 5</b></p> <p>BUS 370: Principles of Marketing - 3 credits          BUS 306: Management Science - 3 credits          FIN 320: Principles of Finance - 3 credits          University Studies / Elective - 3 credits          University Studies / Elective - 3 credits</p> <p><b>Total - 15 credits</b></p>	<p><b>SEMESTER 6</b></p> <p>BUS 380: Principles of Management - 3 credits          BUS 371: Consumer Behavior - 3 credits          BUS 430: International Business - 3 credits          University Studies / Elective - 3 credits          University Studies / Elective - 3 credits</p> <p><b>Total - 15 credits</b></p>
<p><b>SEMESTER 7</b></p> <p>BUS 482: Marketing Research - 3 credits          ECON 430: International Economics - 3 credits          Marketing Elective - 3 credits          University Studies / Elective - 3 credits          University Studies / Elective - 3 credits</p> <p><b>Total - 15 credits</b></p>	<p><b>SEMESTER 8</b></p> <p>BUS 495: Strategic Management (Capstone) - 3 credits          BUS 484: Marketing Strategy and Brand Management - 3 credits          Marketing Elective - 3 credits          University Studies / Elective - 3 credits          University Studies / Elective - 3 credits</p> <p><b>Total - 15 credits</b></p>

**Please refer the UW-Superior Catalog and consult with your advisor to develop your individual plan.**