

Department of Business and Economics -- 2010 - 2012 Four-Year Pathway for

Comprehensive Business Administration Major - Marketing Concentration -- 120 credits (36 credits numbered 300 or higher required for graduation)

Year	Fall Semester	credits	Spring Semester	credits	General Education Requirements	
Freshman	ITS 108 (achieve C- or better)	3	COMM 110	3		credits
	WRIT 101 (pending placement)	3	WRIT 102	3	CORE	
	HHP 102/ HHP102 lab	3	MATH 151 (pending placement)	3	WRIT 101 & 102	6
	Gen Ed/Elective	3-6	Gen Ed/Elective	3-6	COMM 110	3
					Math/Comp Sci	3
					Health/Human Performance	3
		total	12-15	total	12-15	NON-WESTERN/DIVERSITY
Sophomore	ACCT 200 (achieve C- or better)	3	ACCT 201 (achieve C- or better)	3	KNOWLEDGE	
	BUS 270 (achieve C- or better)	3	BUS 211	3	Humanities	9
	ECON 250 (achieve C- or better)	3	ECON 251 (achieve C- or better)	3	Social Sciences	6
	Gen Ed/Elective	2-4	WRIT 209	3	Natural/Physical Sciences	6
	Gen Ed/Elective	2-4	Gen Ed/Elective	2-4	Environmental Course	
					Lab Course	
		total	13-17	total	14-16	Fine/Applied Arts
<i>Must be admitted to Dept and have overall 2.3 or better GPA required to enroll in 300/400 level courses</i>					History/Criticism/Apprec.	
					Aesthetic Experience	
Junior	Fall Semester	credits	Spring Semester	credits	CO-REQUISITES	
	BUS 306	3	BUS 371	3	Independent Learning in Major	Y/N
	BUS 370	3	BUS 380	3	Senior Experience Presentation	Y/N
	FIN 320	3	BUS 430 (or Econ 430)	3	Total General Education Cr	42
	Gen Ed/Elective	3	Gen Ed/Elective	3	Complete the following: MATH 151 (MATH 240 may substitute for MATH 151); WRIT 101; 102; COMM 110; 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. This is only a suggested sequence; other sequences may be discussed with your advisor.	
	Gen Ed/Elective	3	Gen Ed/Elective	3		
		total	15	total		
Senior	BUS 375	3	BUS 475 ¹	3	Department Contact Information	
	BUS 474	3	BUS 484	3		
	BUS 482	3	BUS 495	3	email:	business@uwsuper.edu
	ECON 430	3	Gen Ed/Elective	3	Phone:	715-394-8206
	Gen Ed/Elective	3	Gen Ed/Elective	3		
		total	15	total	15	
<i>1 At least two courses are required from the following: BUS 301, 373, 375, 400, 474, 475, 477.</i>						