

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

Marketing Concentration*

2014 - 2016 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: WRIT 101; 102; COMM 110; and MATH 151 or Math 240 for all DBE majors.
4. 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 in 2 or 3 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

| | |
|---------------------------------------|-----------|
| First Year Seminar | 3 |
| WRIT 101 (<i>pending placement</i>) | 3 |
| HHP 102 | 3 |
| HHP 102 Lab | 0 |
| Any Gen Ed/Electives | 6 |
| TOTAL | 15 |

Year One

Semester Two

| | |
|---------------------------------------|-----------|
| COMM 110 | 3 |
| ITS 108 | 3 |
| MATH 151 (<i>pending placement</i>) | 3 |
| WRIT 102 | 3 |
| Any Gen Ed/Electives | 3 |
| TOTAL | 15 |

Year Two

Semester One

| | |
|----------------------|-----------|
| ACCT 200 | 3 |
| BUS 270 ² | 3 |
| ECON 250 | 3 |
| Any Gen Ed/Electives | 6 |
| TOTAL | 15 |

Year Two

Semester Two

| | |
|-----------------------|-----------|
| ACCT 201 ¹ | 3 |
| BUS 211 | 3 |
| ECON 251 | 3 |
| WRIT 209 ³ | 3 |
| Any Gen Ed/Electives | 3 |
| TOTAL | 15 |

¹Prerequisite: Acct 200 with a grade of at least a C-

²Prerequisite: ITS 108 with a grade of at least a C-

³Prerequisite: WRIT 102, COMM 110

***Please note this is just a guide. Please use your advising report to make sure you are fulfilling all of your requirements.**

| Year Three | |
|----------------------|-----------|
| Semester One | |
| BUS 306 (F,S) | 3 |
| BUS 370 (F,S) | 3 |
| FIN 320 (F,S) | 3 |
| Any Gen Ed/Electives | 6 |
| TOTAL | 15 |

| Year Three | |
|----------------------------|-----------|
| Semester Two | |
| BUS 371 (S) | 3 |
| BUS 380 (F,S) | 3 |
| BUS 430 ⁴ (F,S) | 3 |
| Any Gen Ed/Electives | 6 |
| TOTAL | 15 |

| Year Four | |
|---------------------------------|-----------|
| Semester One | |
| Marketing Elective ⁵ | 3 |
| BUS 482 (F) | 3 |
| ECON 430 ⁴ (F,S) | 3 |
| Any Gen Ed/Electives | 3 |
| TOTAL | 15 |

| Year Four | |
|---------------------------------|-----------|
| Semester Two | |
| Marketing Elective ⁵ | 3 |
| BUS 484 (S) | 3 |
| BUS 495 (Capstone) (F,S) | 3 |
| Any Gen Ed/Electives | 6 |
| TOTAL | 15 |

⁴ ECON 430 or BUS 430 required, not both.

⁵ 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 2014-2016 catalog: Diversity, Humanities OR Non-Western.
- **BUS 370, BUS 380 and FIN 320 cannot be taken at the same time as BUS 495.**

| 60 Total Credits | | | | |
|---|------------|---|--|---------------------|
| Required Core Courses | | | | |
| 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 |
| BUS | 370 | Principles of Marketing | Admitted to DBE | F,S |
| BUS | 380 | Principles of Management | Admitted to DBE | F,S |
| FIN | 320 | Principles of Finance | Admitted to DBE | F,S |
| Required Concentration Courses | | | | |
| BUS | 306 | Quant. Models for Prod. & Ops. Mgmt. | Admitted to DBE | F,S |
| BUS | 371 | Consumer Behavior | Admitted to DBE; BUS 370 | S |
| BUS | 482 | Marketing Research | Admitted to DBE; BUS 370 | F |
| BUS | 484 | Marketing Strategy & Brand Management | Admitted to DBE; BUS370 | S |
| BUS | 495 | Strategic Management (Capstone) | Admitted to DBE; BUS 370; 380; FIN 320 | F,S |
| Either: | | | | |
| BUS | 430 | International Business | Admission to DBE | F,S |
| or | | | | |
| ECON | 430 | International Economics | ECON 250 and 251 or ECON 235 | F |
| And at least two of the following: | | | | |
| BUS | 301 | Study Abroad | | F,S |
| BUS | 373 | Advertising Principles & Design | Admitted to DBE; BUS 370 or COMM 170 | S |
| BUS | 375 | Public Relations | Admitted to DBE; BUS 370 or COMM 170 | F |
| BUS | 400 | Business Internship | Admitted to DBE | F,S,SS |
| BUS | 474 | Retail Marketing | Admitted to DBE; BUS 370 | F |
| BUS | 475 | Professional Selling & Sales Management | Admitted to DBE; BUS 370 | S |
| BUS | 477 | Internet Marketing | Admitted to DBE; BUS 370 | S |

*BUS 430 or ECON 430 cannot be used twice to satisfy a requirement within a major.