LOWER DIVISION (200-LEVEL) ELIGIBILITY:

Students pursuing a Bachelor of Business Administration degree and all MCS majors must achieve 24 credits and maintain a 2.50 GPA or better in order to take lower division business courses (including MCS courses) except ITBE 141, BEINDP 200, BEINDP 293, ECON 201 and ECON 202. Grades received for all appropriate college courses taken at other institutions will be included in determining the student’s grade point average eligibility for enrolling in business courses.

Business minors and non-business minors required to take business courses must have at least a 2.00 gpa and 24 credits completed to enroll in lower division (200-level) business courses required in the minor.

Non-business majors who are required or who may elect to take business courses in the major must have the gpa required in the major, must have completed 24 credits to take lower division (200-level) business courses.

UPPER DIVISION (300/400-LEVEL) ELIGIBILITY:

Students in the BBA curriculum and all MCS majors are not eligible to enroll in the College of Business and Economics 300- and 400-level courses unless they have 60.0 or more credits to degree, at least a 2.50 cum GPA and have been admitted to the upper division business courses. Transfer students must maintain a combined GPA (transfer and UW-W) of 2.50 to continue eligibility.

Business minors must have a 2.00 gpa and 60 credits completed to enroll in upper division (300 or 400-level) business courses. In order to graduate with a business minor, the student must have a 2.25 gpa in the minor.

S/NC grading may not be used in any business course or any BBA degree requirement unless offered on an S/NC basis only. Courses in the College of Business and Economics may not be taken on an audit basis. A course cannot be used to satisfy both a BBA degree and a major requirement.

Non-business majors who are required or who may elect to take 300/400-level business courses must have completed 60 credits and have a 2.00 gpa to take upper division (300 and 400-level) business courses.

Non-business majors who are not required to take business courses in the major may register for business courses during the first week of classes if all course prerequisites and credits completed (24 for lower division or 60 for upper division) are met, and the student has a 2.50 combined grade point average.

ADMISSION TO UPPER DIVISION BUSINESS COURSES:

When a student is projected to complete at least 54 credits and has satisfactorily completed or is enrolled in ENGLISH 101, ENGLISH 102, COMM 110, ACCOUNT 244, ACCOUNT 249 or ACCOUNT 261; ECON 201; ECON 202, MATH 143, and ECON 245, the student may apply for admission to the upper division business courses. All students with at least a 2.80 combined GPA will be admitted. Application forms for admission to the upper division business courses are completed at a registration information meeting or online after completion of an online advising exercise.

ENROLLMENT PREFERENCE in all business courses will be given to the following officially declared majors and minors:
• All BBA Majors; management computer systems majors; integrated science and business; business education; other non-business majors with business course requirements
• Minors; business minors; arts management minors; other minors with business course requirements.

SPECIAL STUDENTS ..... Students admitted with full/complete credentials of all previous post-secondary work (SPFC) may register with the approval of the SPFC advisor (Chris Kutz, Hyland 4300, 262 472 4993) and special students without full credentials (SPNC) can register on a space available basis with the approval of the assistant dean (Jan Olson, Hyland Hall 4300, 262-472-4900).

COMMON EXAMINATIONS ..... Certain courses have common exams during the semester when all sections will be tested at the same time. Students should not schedule other classes at those times.

GRADUATE STUDENTS ..... Graduate students must be admitted to the M.B.A. or M.P.A. program to enroll in 500-700 level courses offered in the College of Business and Economics (except Business Education and School Business Management). Non-Candidate for Degree (NCFD) students cannot register for College of Business and Economics courses. Exceptions to this policy must be approved in advance by the associate dean, College of Business and Economics (262-472-1945).

ONLINE BUSINESS COURSES ..... Charges for online business courses are stated with the course listings. The charge is the same for both in-state and out-of-state students.

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Fall 2012 UWW Class Listing > BE > Marketing -- Page 1 / 6 12.10.2012 10:43 AM
#1346  Section 02   [units: 3]
09/04-12/21  MW  09:30 AM - 10:45 AM  HH2300  Jimmy W Pollier

#1345  Section 01   [units: 3]
09/04-12/21  TR  08:00 AM - 09:15 AM  HH2303  Amy S Coon

#1335  Section 03   [units: 3]
09/04-12/21  TR  11:00 AM - 12:15 PM  HH2303  Amy S Coon

#1336  Section 22   [units: 3]
09/04-12/21  Arranged  Arranged  WEB BASED  Marilyn A Lavin

#1337  Section 01   [units: 3]
09/04-12/21  MW  09:30 AM - 10:45 AM  HH2303  Andrew J Dahl

#1338  Section 02   [units: 3]
09/04-12/21  MW  11:00 AM - 12:15 PM  HH2303  Andrew J Dahl

#1339  Section 01   [units: 3]
09/04-12/21  TR  11:00 AM - 12:15 PM  HH2309  Marilyn A Lavin

#1340  Section 01   [units: 3]
09/04-12/21  TR  09:30 AM - 10:45 AM  HH2300  Victor A Barger

#1341  Section 02   [units: 3]
09/04-12/21  TR  12:30 PM - 01:45 PM  HH2300  Victor A Barger

#1342  Section 01   [units: 3]
09/04-12/21  R  06:30 PM - 09:00 PM  HH2300  Robert Allan Malewicki

#1343  Section 01   [units: 3]
09/04-12/21  TR  09:30 AM - 10:45 AM  HH2102  Maxwell K Hsu

#1344  Section 02   [units: 3]
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#1345  Section 01   [units: 3]
09/04-12/21  TR  11:00 AM - 12:15 PM  HH2300  Yushan Zhao

#1346  Section 02   [units: 3]
09/04-12/21  T  06:30 PM - 09:00 PM  HH2300  Yushan Zhao
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**MARKETING 412 BUSINESS TO BUSINESS MARKETING** ... An intensive examination of the industrial marketing sector. Emphasis is placed on understanding the unique dimensions of the industrial marketing environment and translating this understanding into effective integrated industrial marketing programs. Attention is given to producer, reseller and government markets.

**PREREQ:** MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1347  Section 01  [units: 3]  
#1348  Section 02  [units: 3]  

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**MARKETING 420 CONSUMER BEHAVIOR** ... Survey of social science theories pertinent to information processing, human behavior, and social interaction. Emphasis is placed on using this information to develop marketing strategies.

**PREREQ:** MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1349  Section 01  [units: 3]  
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**MARKETING 429 PRINCIPLES OF SELLING** ... A seminar in the art and science of selling. Examined and probed in depth will be the whys and hows of selling theories, principles, techniques, practices and the basics of sales force management.

**PREREQ:** MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1351  Section 02  [units: 3]  

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**MARKETING 430 ENTREPRENEURIAL AND ADVANCED SALES TECHNIQUES** ... Selling is a critical criterion for successful enterprises. This course provides advanced hands-on and practical approaches for selling new products/services, obtaining new customers, launching new enterprises, or for creating relationships in other entrepreneurial selling scenarios. Through video and other technologies, students will present interactive solutions for developing strong customer relationships.

**PREREQ:** MARKETING 311, MARKETING 429 AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1352  Section 01  [units: 3]  
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**MARKETING 431 SALES MANAGEMENT** ... This course examines sales management from a motivational and an institutional perspective. The goal of the course is to examine the elements of operating an effective sales force as the key component to organizational success. Topics include sales force structure, use of technology and issues in compensating and retaining salespeople.

**PREREQ:** MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

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MARKETING 445 CUSTOMER RELATIONSHIP MANAGEMENT ... Advancing technology is enabling marketers to create individualized customer relationships in situations where previously such relationships were not possible. This course is designed to increase students' understanding of how technology, specifically the customer database, is used to design and implement marketing strategies. Special attention will be devoted to studying the types of information needed in a customer database and how this information can be integrated into the marketing decision making process.
PREREQ: MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
#1358 Section 01 [units: 3]
09/04-12/21 MW 01:00 PM - 02:15 PM HH3202 Pavan R Chennamaneni

MARKETING 479 MARKETING MANAGEMENT AND POLICIES ... Organization and coordination of the total marketing program including sales, advertising, credit, marketing research, distribution policies, pricing, sales forecasting and demand analysis. Focus is on firm's ability to adjust to competitive trends and changing market conditions.
PREREQ: MARKETING 311 AND MARKETING 321 AND SENIOR STATUS, AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
#1359 Section 01 [units: 3]
09/04-12/21 MW 09:30 AM - 10:45 AM HH2309 Robert E Boostrom

MARKETING 493 INTERNSHIP IN MARKETING ... A marketing internship consists of a structured-supervised work experience within a major area of marketing concentration within the department. The internship experience offers students opportunities to apply classroom learning to the needs of the sponsoring internship company and to acquire some new skill sets during this process. Internships consist of 15-20 hours of work/week during the semester. A minimum of 150 hours work is required for a 3 credit internship. Only one MARKETING 493 course allowed to count towards major or minor.
PREREQ: MARKETING 311, JUNIOR STATUS AND CONSENT OF INSTRUCTOR AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.
#1361 Section 01 [units: 3]
09/04-12/21 Arranged Arranged WEB BASED Sharon A Roy

MARKETING 493D INTERNSHIP IN MARKETING - DIRECT AND INTERACTIVE EMPHASIS ... Structured-supervised work experience for students interested in a Direct and Interactive Emphasis. Internship experiences offer students an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
#1362 Section 01 [units: 3]
09/04-12/21 Arranged Arranged WEB BASED Sharon A Roy

MARKETING 493E INTERNSHIP IN MARKETING - ENTREPRENEURIAL MARKETING EMPHASIS ... Structured-supervised work experience for students interested in an Entrepreneurial Marketing Emphasis. The internship experience offers the student an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
#1363 Section 01 [units: 3]
09/04-12/21 Arranged Arranged WEB BASED Sharon A Roy

MARKETING 493I INTERNSHIP IN MARKETING - IMC EMPHASIS ... Structured-supervised work experience for students interested in an Integrated Marketing Communication Emphasis. Internships offer students an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
#1364 Section 01 [units: 3]
09/04-12/21 Arranged Arranged WEB BASED Sharon A Roy

MARKETING 493K INTERNSHIP IN MARKETING - DIRECT AND INTERACTIVE EMPHASIS ... Structured-supervised work experience for students interested in a Direct and Interactive Emphasis. Internship experiences offer students an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
#1365 Section 01 [units: 3]
09/04-12/21 Arranged Arranged WEB BASED Jimmy W Peltier

MARKETING 497 EXCHANGE STUDY ... Variable topics.
PREREQ: ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
#5627 Section 01 [units: 1-12]
09/04-12/21 Arranged Arranged To Be Arranged

MARKETING 498 INDEPENDENT STUDY IN MARKETING ... Study of a selected topic or topics under the direction of a faculty member.
PREREQ: SENIOR STATUS AND CONSENT OF DEPARTMENT AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
#1366 Section 01 [units: 1-3]
09/04-12/21 Arranged Arranged Jimmy W Peltier
### GRADUATE LEVEL COURSES ###

**MARKETING 716** MARKETING ... Analysis of the institutional, behavioral, competitive, legal, and intra-firm aspects of the marketing function in business and other organizations.

**PREREQ:** GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

#5623 Section 01 [units: 2]  
09/04-12/21 Arranged Arranged  
PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

**MARKETING 731** ADVANCED STATISTICAL METHODS ... Applications of advanced statistical methods to managerial problems of prediction, inference, parametric and nonparametric, and decision making under uncertainty. Topics emphasized are multiple regression and time series. Prereq: Graduate status and demonstrated proficiency in Mathematics and Statistics or MARKETING 702 and ECON 703

**PREREQ:** GRADUATE STATUS AND DEMONSTRATED PROFICIENCY IN MATHEMATICS AND STATISTICS OR ECON 703, OR MATH 143 AND ECON 245

#1377 Section 01 [units: 2]  
09/04-12/21 M 06:30 PM - 08:10 PM HH3101  
Pavan R Chennamaneni

**MARKETING 733** SEMINAR IN METHODOLOGY OF BUSINESS RESEARCH ... Designed to acquaint graduate students with the research process, its tools and techniques, as well as the methods which form a basis for business planning, decision making, and problem solving.

**PREREQ:** MARKETING 731

#5589 Section 01 [units: 3]  
09/04-12/21 Arranged Arranged  
Jimmy W Peltier

**MARKETING 751** BUYER BEHAVIOR ... The study and explanation of the behavior of consumers, research methods and findings from the behavioral sciences. Prereq: MARKETING 716 or equivalent

**PREREQ:** MARKETING 716 OR EQUIVALENT AND GRAD LEVEL BUSINESS REQUIREMENT

#1370 Section 01 [units: 2]  
09/04-12/21 W 06:30 PM - 09:00 PM HH2309  
Robert E Boostrom

**MARKETING 761** INTERNATIONAL BUSINESS (MARKETING) ... Fundamental aspects of international business will be studied. Emphasis is placed on decision making in an international setting and appraisal of market opportunities worldwide. Cases will be used to illustrate operational problems of multinational organizations as well as international intermediaries. Prereq: MARKETING 716 or equivalent

**PREREQ:** MARKETING 716 OR EQUIVALENT AND GRAD LEVEL BUSINESS REQUIREMENT

#1372 Section 01 [units: 3]  
09/04-12/21 TR 02:15 PM - 03:30 PM HH2102  
Maxwell K Hsu

**MARKETING 766** ETHICS IN THE MARKETPLACE ... This course will focus primarily on issues related to the business/customer relationship, with customers being defined as both other organizations and consumers. The course will emphasize current issues such as privacy rights, pricing ethics, promotional tactics and targeting. Students will discuss topics, analyze cases, and write essays defending their opinions and suggesting strategies. The course will provide examples of both exemplary and poor business behavior.

**PREREQ:** MARKETING 716 OR EQUIVALENT

#1375 Section 02 [units: 2]  
09/04-12/21 Arranged Arranged  
Vicotor A Barger

**MARKETING 767** STRATEGIC MARKETING FOR ENTREPRENEURS ... The course focuses on key marketing strategies relevant for new businesses and/or new product launches. Students will apply marketing concepts to the wide range of business challenges facing entrepreneurs. Through experiential learning opportunities, students will apply what they learned for developing comprehensive entrepreneurial marketing plans.

**PREREQ:** MARKETING 716

#1377 Section 02 [units: 2]  
09/04-12/21 Arranged Arranged  
Dennis A Kopf

**MARKETING 789** READINGS AND RESEARCH IN MARKETING ... Study of a selected area in marketing through readings and/or empirical research. Areas of study will be selected by the student in consultation with an adviser. Prereq: Consent of instructor.

**PREREQ:** GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.
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**MARKETING 798 INDIVIDUAL STUDIES**  
Study of a selected topic or topics under the direction of a faculty member.

**PREREQ:** GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.