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.
MARKETING 311 PRINCIPLES OF MARKETING ... A study of the activities involved in the distribution of goods and services in a system-analysis framework. Examines consumer buying behavior and marketing functions within the firm. Investigates constraints imposed on decision makers and evaluates the performance of marketing in terms of social and economic efficiency.

PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1503 Section 22 [units: 3] NOTE: The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students. Students must have access to the internet and an internet browser.

05/27-07/03 Arranged Arranged WEB BASED Marilyn A Lavin

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 UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1504 Section 01 [units: 3]

05/27-07/03 M-W 08:00 AM - 11:20 AM HH2102 Sharon A Roy

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, CONSENT OF INSTRUCTOR AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.

#1506 Section 01 [units: 3]

05/27-07/15 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 UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1507 Section 01 [units: 3]

05/27-07/15 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 UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1508 Section 01 [units: 3]

05/27-07/15 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 UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1509 Section 01 [units: 3]

05/27-07/15 Arranged Arranged WEB BASED Sharon A Roy

MARKETING 493S INTERNSHIP IN MARKETING - SALES EMPHASIS ... This course is a structured-supervised work experience within the sales function. 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 UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1505 Section 01 [units: 3]

05/27-07/15 Arranged Arranged WEB BASED Sharon A Roy

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 UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1510 Section 01 [units: 1-3] Dept. Consent

05/27-07/15 Arranged Arranged WEB BASED Jimmy W Pelham

#1511 Section 02 [units: 1-3] Dept. Consent

05/27-07/15 Arranged Arranged WEB BASED Yushan Zhao

#1512 Section 03 [units: 1-3] Dept. Consent

05/27-07/15 Arranged Arranged WEB BASED Marilyn A Lavin

#1513 Section 04 [units: 1-3] Dept. Consent

05/27-07/15 Arranged Arranged WEB BASED Dennis A Kopf

#1840 Section 05 [units: 1-3] Dept. Consent

05/27-07/15 Arranged Arranged WEB BASED Sharon A Roy
### 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.**

#1514 Section 22 [units: 2] NOTE: The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students. Students must have access to the Internet and an Internet browser.

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**MARKETING 731 QUANTITATIVE ANALYSIS FOR BUSINESS** 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 MARKETG 702 and ECON 703

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

#1529 Section 22 [units: 3] NOTE: The tuition for online courses in the College of Business and Economics is $619 per credit for both resident and non-resident students. Students must have access to the Internet and an Internet browser.

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**MARKETING 747 MARKETING STRATEGY** Marketing Strategy reviews topics related to marketers' strategic efforts. It focuses on the Marketing Plan and offers students the opportunity to run a simulation, which will allow them to make specific choices related to Product, Promotion, Pricing and Distribution issues and gain feedback about the validity of their decisions.

**PREREQ: MARKETING 716 OR EQUIVALENT**

#1516 Section 22 [units: 2] NOTE: The tuition for online courses in the College of Business and Economics is $619 per credit for both resident and non-resident students. Students must have access to the Internet and an Internet browser.

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**MARKETING 765 ADVERTISING AND PROMOTION MANAGEMENT** The course focuses on the identification and utilization of key marketing communication components in the development and implementation of promotional strategies and tactics. Attention will be devoted to understanding effective and efficient ways to integrate various marketing promotion techniques. Specific topics include sales promotion, Internet marketing, advertising, direct marketing, database marketing and personal selling.

**PREREQ: GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR**

#1518 Section 01 [units: 3] 07/07-08/15 MW 05:15 PM - 08:35 PM OFF CAMPUS Dennis A Kopf AMERICAN FAMILY MADISON

**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**

#1517 Section 22 [units: 3] NOTE: The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students. Students must have access to the Internet and an Internet browser.

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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.**

#1519 Section 01 [units: 1-3] Instructor Consent

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#1523 Section 02 [units: 1-3] Instructor Consent

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#1524 Section 03 [units: 1-3] Instructor Consent

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#1734 Section 05 [units: 1-3] Instructor Consent

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