

**LOWER DIVISION (200-LEVEL) ELIGIBILITY:**

Students pursuing a Bachelor of Business Administration degree must achieve 24 credits and maintain a 2.50 GPA or better in order to take lower division business courses except BEINDP 101, 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 UW-Whitewater 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 a 2.00 UW-Whitewater grade point average and must have completed 24 credits to take lower division (200-level) business courses.

**UPPER DIVISION (300/400-LEVEL) ELIGIBILITY:**

Students in the BBA curriculum 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 UW-Whitewater 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 UW-Whitewater 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; BEINDP 290; ECON 201; ECON 202; ITSCM 280; 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; 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 (assistant dean of the College of Business and Economics) and special students without full credentials (SPNC) can register on a space available basis with the approval of the assistant dean of the College of Business and Economics, [undergradbus@uw.edu](mailto:undergradbus@uw.edu), 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 MBA, or MPA degree program, or to the Graduate Business Foundations, Human Resources Management, or Project Management certificate program to enroll in 500-700 level courses offered in the College of Business and Economics. Only DBA students can enroll in 800-900 level courses. Non-Candidate for Degree (NCFD) students cannot register for College of Business and Economics courses. Exceptions to this policy may be granted to a student enrolled in a graduate business degree program at another accredited institution that wants to transfer the UW-Whitewater course work to their non-UW-Whitewater business degree program. Exceptions 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****Marketing**

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**MARKETNG 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**

#3287	Section 01	[units: 3]				
	01/17-05/19	MW	09:30 AM - 10:45 AM	HH1000	John Degraff	
#3288	Section 02	[units: 3]				
	01/17-05/19	TR	02:00 PM - 03:15 PM	HH2102	Sharon Roy	
#3346	Section 03	[units: 3]				
	01/17-05/19	TR	09:30 AM - 10:45 AM	HH2300	Sharon Roy	
#3289	Section 22	[units: 3]	NOTE: Online undergraduate courses in CoBE will bill at \$389 per credit for all students. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.			
	01/17-05/19	Arranged	Arranged	WEB BASED	James Peltier	

**MARKETNG 312 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.*

**COREQ: MARKETNG 311 & PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3290	Section 01	[units: 3]				
	01/17-05/19	MW	09:30 AM - 10:45 AM	HH2300	Shannon Cummins	
#3291	Section 02	[units: 3]				
	01/17-05/19	MW	11:00 AM - 12:15 PM	HH2300	Shannon Cummins	
#3292	Section 03	[units: 3]				
	01/17-05/19	MW	02:00 PM - 03:15 PM	HH2300	Shannon Cummins	

**MARKETNG 321 MARKETING RESEARCH ...** *Methods of planning and carrying out marketing and consumer research studies. Problem formulation, exploratory research, questionnaire construction and design, observational and sampling techniques, conducting surveys, data analysis, reporting, interpretation of findings and implementation of recommendations.*

**PREREQ: MARKETNG 311 AND ECON 245, AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3293	Section 01	[units: 3]				
	01/17-05/19	TR	09:30 AM - 10:45 AM	HH2303	Maxwell Hsu	
#3294	Section 02	[units: 3]				
	01/17-05/19	TR	12:30 PM - 01:45 PM	HH2303	Maxwell Hsu	

**MARKETNG 337 RETAIL MANAGEMENT ...** *This class addresses the particular issues related to marketing to ultimate consumers. Particular attention is given to the role of retailing in the economy, retail mathematics, merchandising, technology, and global expansion.*

**PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3295	Section 01	[units: 3]				
	01/17-05/19	MW	11:00 AM - 12:15 PM	HH2303	Robert Boostrom	

**MARKETNG 350 INTEGRATED MARKETING COMMUNICATIONS ...** *Theory and concepts employed by organizations in presenting promotional messages through various communication media. Management strategy in promotion and the problems encountered will be emphasized.*

**PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3296	Section 01	[units: 3]				
	01/17-05/19	TR	12:30 PM - 01:45 PM	HH2102	Karen Whalen	

**MARKETNG 351 INTRODUCTION TO DIGITAL MARKETING ...** *Technological changes and the "always connected" consumer have forced marketers to evolve. The basics of emerging digital marketing media and related techniques for reaching online consumers across multiple devices including desktop and mobile are covered. Additionally, the course explores digital marketing's transformative impact on traditional marketing practices and examines digital segmentation, digital marketing around the globe, digital divide, digital privacy, and digital analytics.*

**PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3297	Section 01	[units: 3]				
	01/17-05/19	MW	09:30 AM - 10:45 AM	HH2309	Andrew Dahl	
#3298	Section 02	[units: 3]				
	01/17-05/19	MW	02:00 PM - 03:15 PM	HH2309	Andrew Dahl	

**MARKETNG 352 SOCIAL MEDIA AND INTERACTIVE MARKETING ...** *Social media is rapidly changing the marketing landscape. Marketers who previously relied on mass media to broadcast messages are faced with the challenge of interacting with digitally empowered consumers. This course explores the impact of social media and other communications technologies on marketing strategy, marketing communications, and marketing research.*

**PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3299	Section 01	[units: 3]				
	01/17-05/19	TR	09:30 AM - 10:45 AM	HH2309	Victor Barger	
#3300	Section 02	[units: 3]				
	01/17-05/19	TR	12:30 PM - 01:45 PM	HH2309	Victor Barger	

Start/End Dates	Meeting Days	Meeting Times	Location	Instructor	Course Topic (if applicable)
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#3301 Section 03 [units: 3]

01/17-05/19 TR 03:30 PM - 04:45 PM HH2102 Karen Whalen

#3302 Section 22 [units: 3] NOTE: Online undergraduate courses in CoBE will bill at \$389 per credit for all students. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

01/17-05/19 Arranged Arranged WEB BASED Victor Barger

**MARKETNG 353 ADVANCED DIGITAL MARKETING ... Digital marketing allows marketers to deliver relevant communications in today's digital world. Strategies behind effective digital marketing efforts are explored with a focus on understanding digital analytics and developing digital content. Emphasis is placed on search engine marketing and digital advertising strategies including SEO and paid search. Developing and implementing a search engine marketing campaign provides hands-on experience.**

**PREREQ: MARKETNG 311 AND 351, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3314 Section 01 [units: 3]

01/17-05/19 MW 08:00 AM - 09:15 AM HH3202 Andrew Dahl

**MARKETNG 360 ENTREPRENEURIAL MARKETING ... 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: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3303 Section 01 [units: 3]

01/17-05/19 MW 11:00 AM - 12:15 PM HH2102 John Degraff

**MARKETNG 361 INTERNATIONAL MARKETING ... The course provides a critical assessment of global market opportunities and of the tactics and strategies for marketing of goods and services across national boundaries. Covered in the course are global marketing environment, modes of market entry, and of managing marketing mix variables in a foreign setting.**

**PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3304 Section 01 [units: 3]

01/17-05/19 TR 03:30 PM - 04:45 PM HH2309 Yushan Zhao

**MARKETNG 400 INNOVATION AND TECHNOLOGY MARKETING ... Analysis of marketing problems encountered in developing and introducing new products, managing existing products, and phasing out obsolete products. Emphasis is placed on the coordination of activities that lead to successful market management of products. Various marketing concepts and problems related to product development and introduction are surveyed and analyzed.**

**PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3305 Section 01 [units: 3]

01/17-05/19 TR 11:00 AM - 12:15 PM HH2102 Yushan Zhao

#3306 Section 02 [units: 3]

01/17-05/19 TR 02:00 PM - 03:15 PM HH2303 Yushan Zhao

**MARKETNG 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: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3307 Section 01 [units: 3]

01/17-05/19 TR 11:00 AM - 12:15 PM HH2300 Karen Whalen

#3313 Section 22 [units: 3] NOTE: Online undergraduate courses in CoBE will bill at \$389 per credit for all students. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

01/17-05/19 Arranged Arranged WEB BASED Karen Whalen

**MARKETNG 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: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3308 Section 01 [units: 3]

01/17-05/19 MW 12:30 PM - 01:45 PM HH2102 Robert Boostrom

**MARKETNG 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: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3309 Section 01 [units: 3]

01/17-05/19 MW 12:30 PM - 01:45 PM HH2300 Daniel Herlache

#3310 Section 22 [units: 3] NOTE: Online undergraduate courses in CoBE will bill at \$389 per credit for all students. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

01/17-05/19 Arranged Arranged WEB BASED Daniel Herlache

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**MARKETNG 442 LOGISTICS ...** Analysis of the problems encountered in the physical movement of goods from the end of production to the consumer. Surveyed in this course are various techniques and methods for analyzing spatial arrangements of markets, plant and warehouse location, inventory systems, selection of carrier alternatives and selection of physical movement channels.

**PREREQ:** MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#3311 Section 01 [units: 3]

01/17-05/19 TR 12:30 PM - 01:45 PM HH2300 Sharon Roy

**MARKETNG 444 DIRECT AND MULTICHANNEL MARKETING ...** The interactive nature of direct marketing initiatives that use one or more media to generate a traceable and measurable response from the target audience is emphasized. The course includes grounding in all major direct marketing media. The measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed.

**PREREQ:** MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#3312 Section 01 [units: 3]

01/17-05/19 MW 02:00 PM - 03:15 PM HH2102 John Degraff

**MARKETNG 445 MARKETING AND RETAIL ANALYTICS ...** 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:** MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#3315 Section 01 [units: 3]

01/17-05/19 MW 02:00 PM - 03:15 PM HH3202 Pavan Chennamaneni

**MARKETNG 450 SALES NEGOTIATION AND CONFLICT RESOLUTION ...** A combination of art and science, negotiation involves securing agreement between interdependent parties. Topics include analyzing and assessing negotiation scenarios, preparing for a negotiation, power and influence strategies, coalitions, and managing conflict. Role-playing, as a key component of the class, offers students the opportunity to develop their negotiating skills.

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

#3316 Section 01 [units: 3]

01/17-05/19 MW 02:00 PM - 03:15 PM HH2303 Daniel Herlache

**MARKETNG 460 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:** MARKETNG 311, MARKETNG 312 (PREVIOUSLY MARKETNG 429) AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#3317 Section 01 [units: 3]

01/17-05/19 MW 05:00 PM - 06:15 PM HH2300 Daniel Herlache

**MARKETNG 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:** MARKETNG 311 & MARKETNG 321, SENIOR STATUS, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#3318 Section 01 [units: 3]

01/17-05/19 TR 11:00 AM - 12:15 PM HH2309 Carol Scovotti

#3319 Section 02 [units: 3]

01/17-05/19 TR 02:00 PM - 03:15 PM HH2309 Carol Scovotti

#3320 Section 22 [units: 3] NOTE: Online undergraduate courses in CoBE will bill at \$389 per credit for all students. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

01/17-05/19 Arranged Arranged WEB BASED Carol Scovotti

**MARKETNG 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 MARKETNG 493 course allowed to count towards major or minor.

**PREREQ:** MARKETNG 311, JUNIOR STATUS, CONSENT OF INSTRUCTOR AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 UNITS & 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.

#3339 Section 01 [units: 3]

01/17-05/19 Arranged Arranged WEB BASED Sharon Roy

Dept. Consent

**MARKETNG 493D INTERNSHIP IN MARKETING - DIGITAL MARKETING EMPHASIS ...** Structured-supervised work experience for students interested in a Digital Marketing 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:** MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#3340 Section 01 [units: 3]

01/17-05/19 Arranged Arranged WEB BASED Sharon Roy

Dept. Consent

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**MARKETNG 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: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3341 Section 01 [units: 3] Dept. Consent  
01/17-05/19 Arranged Arranged WEB BASED Sharon Roy

**MARKETNG 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: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3343 Section 01 [units: 3] Dept. Consent  
01/17-05/19 Arranged Arranged WEB BASED Sharon Roy

**MARKETNG 493R INTERNSHIP IN MARKETING-RETAIL MANAGEMENT EMPHASIS ...** This course is structured-supervised work experience within the retail management 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 toward major or minor.

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

#3344 Section 01 [units: 3] Dept. Consent  
01/17-05/19 Arranged Arranged WEB BASED Sharon Roy

**MARKETNG 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: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION**

#3345 Section 01 [units: 3] Dept. Consent  
01/17-05/19 Arranged Arranged WEB BASED Sharon Roy

**MARKETNG 496 SPECIAL STUDIES ...** Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable.

#4547 Section 01 [units: 3]  
01/17-05/19 Arranged Arranged Daniel Herlache SALES TEAM PRACTICUM

**MARKETNG 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**

#3321 Section 01 [units: 1-3] NOTE: This system defaults to one credit. Please be sure to input three credits to meet the full requirement. Dept. Consent  
01/17-05/19 Arranged Arranged WEB BASED James Peltier

#3323 Section 02 [units: 1-3] NOTE: This system defaults to one credit. Please be sure to input three credits to meet the full requirement. Dept. Consent  
01/17-05/19 Arranged Arranged WEB BASED Daniel Herlache

#3322 Section 03 [units: 1-3] NOTE: This system defaults to one credit. Please be sure to input three credits to meet the full requirement. Dept. Consent  
01/17-05/19 Arranged Arranged WEB BASED Victor Barger

#3324 Section 04 [units: 1-3] NOTE: This system defaults to one credit. Please be sure to input three credits to meet the full requirement. Dept. Consent  
01/17-05/19 Arranged Arranged WEB BASED Shannon Cummins

#4598 Section 05 [units: 1-3] Dept. Consent  
01/17-05/19 Arranged Arranged Andrew Dahl

#4678 Section 06 [units: 1-3] Dept. Consent  
01/17-05/19 Arranged Arranged Carol Scovotti

**\*\*\* GRADUATE LEVEL COURSES \*\*\***

**MARKETNG 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 ECON 703, OR MATH 143 AND ECON 245**

#3330 Section 01 [units: 3] NOTE: In addition to the textbook, this class requires the use of the statistical analysis software SPSS. SPSS can be accessed free via the virtual lab application provided by UWW. It is recommended that students test the virtual lab application before the start of class. If you are not comfortable with the virtual lab application for any reason, you can purchase a personal license for the SPSS software. The cost of the license varies from \$45-90 depending on the term of license and other factors.

01/17-05/19 W 05:15 PM - 07:45 PM OFF CAMPUS Maxwell Hsu AMERICAN FAMILY

#3331 Section 22 [units: 3] NOTE: Online graduate courses in CoBE will be billed at \$637.44 per credit for all students. Students must access to the Internet and an Internet browser. In addition to the textbook, this class requires the use of the statistical analysis software SPSS. SPSS can be accessed free via the virtual lab application provided by UWW. It is recommended that students test the virtual lab application before the start of class. If you are not comfortable with the virtual lab application for any reason, you can purchase a personal license for the SPSS software. The cost of the license varies from \$45-90 depending on the term of license and other factors.

01/17-05/19 Arranged Arranged WEB BASED Pavan Chennamaneni

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**MARKETNG 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: MARKETNG 716 OR EQUIVALENT**

#3327 Section 01 [units: 2] NOTE: There will be a \$35 fee for the Positioning Strategy Simulation for this course, payable to LINKS Simulations. The fee is not added to the registrants' bill.

03/13-05/19 M 06:30 PM - 09:50 PM HH2102 Robert Boostrom

#3328 Section 22 [units: 2] NOTE: There will be a \$35 fee for the Positioning Strategy Simulation for this course, payable to LINKS Simulations. The fee is not added to the registrants' bill. Online graduate courses in CoBE will be billed at \$637.44 per credit for all students. Students must access to the Internet and an Internet browser.

01/17-03/11 Arranged Arranged WEB BASED Pavan Chennamaneni

**MARKETNG 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: MARKETNG 716 OR EQUIVALENT**

#3333 Section 01 [units: 2]

01/17-03/11 M 06:30 PM - 09:50 PM HH2303 Dennis Kopf

**MARKETNG 770 BRAND MANAGEMENT ...** *This course exposes students to contemporary thought about brands and branding, the interaction between brands and consumer culture, and the strategies for building strong brands. Specific topics include brand identity, brand positioning, brand meaning, as well as how the brand guides strategic decisions about the elements of the marketing mix.*

**PREREQ: MARKETNG 716 OR EQUIVALENT**

#3334 Section 22 [units: 3] NOTE: Online graduate courses in CoBE will be billed at \$637.44 per credit for all students. Students must access to the Internet and an Internet browser.

01/17-05/19 Arranged Arranged WEB BASED Dennis Kopf

**MARKETNG 772 DIGITAL MARKETING ...** *This course provides students with applied and theoretical knowledge of digital marketing, which is necessary to understand how the Internet and related technologies have and will continue to impact marketing practices. Topics covered include online advertising, search engine optimization, paid search, web analytics, email marketing, social media marketing, and online brand building.*

**PREREQ: MARKETNG 716 OR EQUIVALENT**

#3335 Section 01 [units: 3]

01/17-05/19 W 06:30 PM - 09:00 PM HH2309 Andrew Dahl

**MARKETNG 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 M.P.A. ACCOUNTING.**

#3336 Section 01 [units: 1-3]

01/17-05/19 Arranged Arranged WEB BASED To Be Arranged

Dept. Consent

#3337 Section 02 [units: 1-3]

01/17-05/19 Arranged Arranged WEB BASED To Be Arranged

Dept. Consent

#3338 Section 03 [units: 1-3]

01/17-05/19 Arranged Arranged WEB BASED To Be Arranged

Dept. Consent