

**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**

#1582 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2016-2017 is \$389. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

05/30-07/08 Arranged Arranged WEB BASED James Peltier

#1583 Section 23 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2016-2017 is \$389. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

07/10-08/19 Arranged Arranged WEB BASED John Degraff

**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**

#1584 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2016-2017 is \$389. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

05/30-07/08 Arranged Arranged WEB BASED Shannon Cummins

**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**

#1585 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2016-2017 is \$389. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

07/10-08/19 Arranged Arranged WEB BASED 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**

#1636 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2016-2017 is \$389. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

07/10-08/19 Arranged Arranged WEB BASED Karen Whalen

**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.**

#1612 Section 01 [units: 3]

Instructor Consent

05/30-08/19 Arranged Arranged Sharon Roy

**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**

#1613 Section 01 [units: 3]

Instructor Consent

05/30-08/19 Arranged Arranged 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**

#1616 Section 01 [units: 3]

05/30-08/19 Arranged Arranged 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**

#1617 Section 01 [units: 3]

Instructor Consent

05/30-08/19 Arranged Arranged Sharon Roy

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

#1618 Section 01 [units: 1-3]

Dept. Consent

05/30-08/19	Arranged	Arranged		To Be Arranged	
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**\*\*\* GRADUATE LEVEL COURSES \*\*\*****MARKETNG 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 M.P.A. ACCOUNTING.**

#1586 Section 22 [units: 2] NOTE: The cost per credit for COBE online graduate courses for 2016-2017 is \$637.43. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

07/10-08/19	Arranged	Arranged	WEB BASED	Dennis Kopf	
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**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**

#1587 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2016-2017 is \$637.43. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

07/10-08/19	Arranged	Arranged	WEB BASED	Pavan Chennamaneni	
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**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**

#1588 Section 22 [units: 2] NOTE: The cost per credit for COBE online graduate courses for 2016-2017 is \$637.43. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

05/30-07/08	Arranged	Arranged	WEB BASED	Pavan Chennamaneni	
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**MARKETNG 767 ENTREPRENEURIAL MARKETING STRATEGY ... 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 716**

#1589 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2016-2017 is \$637.43. Students must have access to the Internet and an Internet browser. A Webcam may be required for remote exam monitoring.

05/30-07/08	Arranged	Arranged	WEB BASED	Dennis Kopf	
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**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.**

#1619 Section 01 [units: 1-3]

05/30-08/19	Arranged	Arranged		To Be Arranged	
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