

# MARKETING MAJOR-DIRECT AND INTERNET MARKETING EMPHASIS

## (Fall 2011 Requirements)

\* Not an official document. Refer to Advising Report for full requirements.  
Requirements may differ depending on date of admission.

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### FRESHMAN YEAR

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Course	Units	Course	Units
_____ ENGLISH 101 Freshman English*	3	_____ ENGLISH 102 Freshman English	3
_____ MATH 141 Intermediate Algebra OR MATH 143 Finite*	4/3	_____ MATH 143 Finite OR General Education Elective	3
_____ General Education Elective**	3	_____ GENED 110 World of the Arts	3
_____ GENED 120/140 Historical/Global Perspectives	3	_____ Lab Science (GL)	4/5
_____ GENED 130 Individual & Society	3	_____ PEGNRL 192 Personal Health	1
Total Units	16/15	Total Units	14/15

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### SOPHOMORE YEAR

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In order to register for the business courses listed below (**in bold**), you must have at least 24 Units and a 2.50 combined cumulative gpa.

Course	Units	Course	Units
_____ COMM 110 Human Communication	3	_____ Diversity Course**	3
_____ ECON 201 Microeconomics	3	_____ ECON 202 Macroeconomics	3
_____ General Education Elective**	3	_____ <b>ACCOUNT 249 Managerial (preferred) OR</b> <b>ACCOUNT 261 Intermediate I</b>	3
_____ <b>♦ITBE 280 Intro to Information Systems</b>	3	_____ <b>ECON 245 Business Statistics</b>	3
_____ <b>ACCOUNT 244 Intro to Financial Accounting</b>	3	_____ International Requirement	3
Total Units	15	Total Units	15

\*You need to begin your Math and English sequences with the appropriate course. Your ACT/SAT scores determine which course is appropriate for you. Refer to your AR for this information and then adjust this schedule accordingly.

\*\*Before you graduate, you must complete at least 32 units of general education, including GENED 390 World of Ideas, which you cannot take until you have earned at least 60 units. Your general education electives must come from the following categories: GA, GS, GH, GE, or GI. ECON 201 Microeconomics will count as a GS course here. No more than one course from a subject area may be counted.

♦ One prerequisite of **ITBE 280** is the completion of computer applications requirement, either the test or the course (CompSci 162).

#### Admission to the College of Business and Economics Requirements

To take upper division business courses as a business major you must first be admitted to the College of Business and Economics. Admission to the College of Business and Economics requires that you meet the following criteria:

1. Have 54 or more projected units. Projected Units are the number of Units that will be earned at the end of the present term.
2. Have finished or be registering for the last courses in the **unique and lower division requirements**, and **communication skills** (effective fall 2006 incoming students).
3. Have passed the Computer Applications Test (CAT) or completed COMPSCI 162 Computer Applications course.
4. Have earned a combined (transfer and UW-W) gpa of at least 2.8.

## MARKETING MAJOR-DIRECT AND INTERNET MARKETING EMPHASIS

- In order to take any of the 300- or 400-level business courses listed below, you must first be admitted to the College of Business and Economics.
- You must maintain a 2.50 combined cumulative gpa to enroll in business courses after being admitted to the College.

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### JUNIOR YEAR

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Course	Units	Course	Units
____ MARKETNG 311 Mktg. Principles*	3	____ MARKETNG 321 Mktg. Research	3
____ Upper Division Business Core*	3	____ MARKETNG 351 Internet Marketing	3
____ Upper Division Business Core*	3	____ MARKETNG 444 Direct Marketing OR MARKETNG 445 Database Marketing	3
____ Upper Division Business Core*	3	____ Upper Division Business Core*	3
____ GENED 390 World of Ideas	3	____ Upper Division Business Core*	3
Total Units	15	____ ITBE 388 Career Information	1
		Total Units	16

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### SENIOR YEAR

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Course	Units	Course	Units
____ MARKETNG 479 Mktg. Mgnt. & Policies	3	____ MANGEMNT 489 Adm. Policy**	3
____ MARKETNG 444 Direct Marketing OR MARKETNG 445 Database Marketing	3	____ MARKETNG Elective	3
____ MARKETNG Elective	3	____ MARKETNG Elective	3
____ Non-Business Elective	3	____ Non-Business Elective	3
____ Non-Business Elective	3	____ Elective	2/3
Total Units	15	Total Units	14/15

#### DIRECT & INTERNET MARKETING ELECTIVES (9 units):

MARKETNG 337 Retail Management, MARKETNG 350 Promotional Policies & Strategies, MARKETNG 361 International Marketing, MARKETNG 400 Innovation & Technology Marketing, MARKETNG 412 Business To Business Marketing, MARKETNG 420 Consumer Behavior, MARKETNG 429 Principles of Selling, MARKETNG 430 Entrepreneurial and Advance Sales Techniques, MARKETNG 431 Sales Management, MARKETNG 432 Marketing in Service Organizations, MARKETNG 442 Logistics, MARKETNG 497 Exchange Study OR MARKETNG 498 Independent Study Marketing

\*All business majors are required to take the **upper division** core of business courses **below**. In most cases, it is recommended that you complete these courses in your junior year. In some cases, specific core courses are recommended in specific semesters; otherwise, you may take them in either semester of your junior year. The junior-level upper division business core courses are:

<b>ITBE 353 Business Communication</b>	<b>FNBSLW 341 Business Law</b>
<b>FNBSLW 344 Business Finance (pre-req. 2<sup>nd</sup> Accounting)</b>	<b>MANGEMENT 301 Organizational Behavior</b>
<b>MANGEMNT 306 Operations Management (pre-req. ECON 245)</b>	<b>MARKETNG 311 Marketing Principles</b>

**MANGEMNT 489 Administrative Policy** is a senior-level core course, and **ITBE 388 Career Information** may be taken in either year, but is recommended as a junior-level course.

\*\*This course has six prerequisite courses: ITBE 353, FNBSLW 341, FNBSLW 344, MANGEMNT 301, MANGEMNT 306, and MARKETNG 311. These courses must be complete prior to enrolling in MANGEMENT 489

#### Required for Graduation:

- 120 units
- 60 units in non-business courses, which may include up to 12 credits of Economics.
- 2.50 combined cumulative gpa, 2.50 combined gpa in the major, 2.50 combined gpa in all subjects offered by the College of Business and Economics
- 20 hours of community service