

MARKETING MAJOR-DIRECT AND INTERNET MARKETING EMPHASIS (Fall 2007 Requirements)

Pre-Business Course Scheduling

FRESHMAN YEAR

Course	Units	Course	Units
_____ ENGLISH 101 Freshman English*	3	_____ ENGLISH 102 Freshman English	3
_____ MATH 141 Intermediate Algebra OR	4/3	_____ MATH 143 Finite OR	3
_____ MATH 143 Finite*		_____ General Education Elective	
_____ 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

SOPHOMORE YEAR

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. ♦One prerequisite of **ITBE 280** is the completion of computer applications requirement, either the test or the course (CompSci 162), and it is required for admission to the College starting with fall 2007 incoming freshmen.

Course	Units	Course	Units
_____ SPEECH 110 Human Communication	3	_____ Diversity Course**	3
_____ ECON 201 Microeconomics	3	_____ ECON 202 Macroeconomics	3
_____ General Education Elective**	3	_____ ACCOUNT 249 or 341 or 342	3
		Managerial/Intermediate I/Cost Mgmt I	
_____ ♦ ITBE 280 Intro to Information Systems	3	_____ ECON 245 Business Statistics	3
_____ ACCOUNT 244 Intro to Financial Accounting	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.

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.

All of these criteria are effective at the end of the semester in which an application is submitted. If any one of these are found to be lacking at the end-of-semester review, admission to the upper division will be rescinded. Students are admitted to the upper division on a temporary basis for registration purposes; admission is not final until the end-of-semester review.

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.

JUNIOR YEAR

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

SENIOR YEAR

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 Personal Selling & 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. 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:

ITBE 353 Business Communication

FNBSLW 344 Business Finance (pre-req. 2nd Accounting)

MANGEMNT 306 Operations Management (pre-req. ECON 245)

FNBSLW 341 Business Law

MANGEMENT 301 Organizational Behavior

MARKETNG 311 Marketing Principles

MANGEMNT 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 (including ECON 201, ECON 202, ECON 245) in non-business courses
- 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