

Start/End DatesMeeting DaysMeeting TimesLocationInstructorCourse Topic (if applicable)**THE FOLLOWING REQUIREMENTS APPLY TO STUDENTS ENROLLED IN THE BBA CURRICULUM:**

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 (except Accounting 341 and 342) unless they have 60.0 or more credits to degree, at least a 2.50 cum GPA and have been admitted to a College of Business and Economics major. Transfer students must maintain a combined GPA (transfer and UW-W) of 2.50 to continue eligibility. 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. 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 Concepts of American Business ITBE 141, ITBE 200, 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.

When a student is projected to complete at least 54 credits and has satisfactorily completed or is enrolled in ENGLISH 101, ENGLISH 102, SPEECH 110, ACCOUNT 244, ACCOUNT 249, or ACCOUNT 341/342; ECON 201; ECON 202; MATH 143; ECON 245 and has passed the Computer Applications Test, the student may apply for admission to a College of Business and Economics major. All students with at least a 2.80 combined GPA will be admitted to a business major. Application forms for admission to the business major are completed at a Pre-Business registration information meeting.

Enrollment preference in all business courses will be given to the following officially declared majors and minors:

All BBA Majors; Management Computer Systems Majors; Business Education Majors; Public Policy & Administration Majors; Occupational Safety Majors; Public Administration Minors; Business Minors; Individually Designed Majors and Minors; Arts Management Minors; Integrated Science and Business.

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 and 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.

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, and must have completed 60 credits 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.

SPECIAL STUDENTS:

Students admitted with full/complete credentials of all previous post-secondary work (SPFC) and special students without full credentials (SPNC) can register on a space available basis with the approval of the Assistant Dean, Carlson 4035, (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. or M.S. CIS 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 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).

The charge for on-line (web) graduate business credits is \$550 per credit for resident and non-resident students. Resident students who started their MBA before Spring 2002 and have not been inactive will continue paying the current UW-Whitewater resident graduate business tuition rate as set by the UW Board of Regents. Resident students who started their MBA in Spring 2002 or later will pay \$550 per credit for on-line (web) graduate credits. Non-resident students will pay \$550 per credit.

MARKETING**Marketing**

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: STUDENTS MUST ACHIEVE 60 CREDITS, MAINTAIN A 2.50 GPA OR BETTER AND A BUSINESS MAJOR IN ORDER TO TAKE 300 OR 400 LEVEL BUSINESS COURSES.

#1456 Section 01 [units: 3] NOTE: Section 01: Students must have access to the internet and an internet provider. The tuition for online undergraduate classes in the College of Business and Economics is \$360 per credit for both resident and non-resident students.

05/29-07/06 Arranged Arranged WEB BASED Marilyn A Lavin

#1464 Section 02 [units: 3]

07/09-07/27 MTWRF 10:45 AM - 01:25 PM C2003 Sharon A Roy

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

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: MARKETING 311

#1457 Section 01 [units: 3]
06/18-07/06 MTWRF 10:45 AM - 01:25 PM C2004 Scott R Swanson

MARKETNG 429 PERSONAL SELLING AND SALES MANAGEMENT ... 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

#1458 Section 01 [units: 3]
05/29-06/15 MTWRF 10:45 AM - 01:25 PM C2003 Sharon A Roy

MARKETNG 444 DIRECT MARKETING ... Students are introduced to the scope of direct marketing including mail order, lead generation, circulation, loyalty programs, store traffic building, fundraising, pre-selling, post-selling and research. The course includes grounding in all major direct marketing media: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, inserts and videos. The measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed.

PREREQ: MARKETING 311

#1459 Section 01 [units: 3] NOTE: Section 01: Students must have access to the internet and an internet provider. The tuition for online undergraduate classes in the College of Business and Economics is \$360 per credit for both resident and non-resident students.
07/09-08/17 Arranged Arranged WEB BASED Renee A Pfeifer-Luckett

MARKETNG 492 INTERNSHIP IN MARKETING ... An opportunity for selected upper level students to gain work experience in some area of marketing during a semester or summer. Course includes an appropriate written report on the work experience. Repeatable for a maximum of 6 credits. Offered on a satisfactory/no credit basis only. Consent of Instructor.

PREREQ: JUNIOR STATUS

#1839 Section 01 [units: 1-3] Instructor Consent
05/29-06/15 Arranged Arranged Sharon A Roy
S/NC Grading Basis Only

MARKETNG 498 INDEPENDENT STUDY IN MARKETING ... Study of a selected topic or topics under the direction of a faculty member.

PREREQ: SENIOR STATUS

#1840 Section 01 [units: 1-3] Dept. Consent
05/29-06/15 Arranged Arranged Sharon A Roy
#1881 Section 02 [units: 1-3] Dept. Consent
06/18-07/27 Arranged Arranged Lois J Smith

*** GRADUATE LEVEL COURSES ***

MARKETNG 731 ADVANCED STATISTICAL METHODS ... 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 MARKETNG 702 and ECON 703

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

#1460 Section 01 [units: 2]
05/29-07/06 TR 06:30 PM - 08:45 PM C2003 Mete B Sirvanci

MARKETNG 733 SEMINAR IN METHODOLOGY OF BUSINESS RESEARCH ... Designed to acquaint graduate students with the research process, its tools and techniques, as well as the methods which form a basis for business planning, decision making, and problem solving.

PREREQ: MARKETNG 731 □

#1461 Section 01 [units: 3]
05/29-07/06 MW 06:30 PM - 09:50 PM C2003 Mete B Sirvanci

MARKETNG 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

#1462 Section 01 [units: 3] NOTE: AMERICAN FAMILY MADISON A2141
05/29-07/06 MW 05:15 PM - 08:35 PM OFF CAMPUS Amanda Helm

MARKETNG 770 PRODUCT INNOVATION AND PRICING ... An in-depth examination of the theoretical framework and empirical findings as they relate to the development and pricing of new products. The marketing tasks of new product development and existing product management will be examined in an innovation context. Current methods of setting prices will also be discussed. Prereq: MARKETNG 716 or consent of instructor

PREREQ: MARKETNG 716 OR EQUIVALENT

#1463 Section 01 [units: 3] NOTE: Section 01: Students must have access to the internet and an internet browser. All WI resident MBA, MPA, MS-MCS, MS-BUS ED, and MS-SBM students admitted before spring 2002 (2021) should add this section:

PREREQ: OPEN ONLY TO STUDENTS ADMITTED TO ON-LINE MBA PROGRAM PRIOR TO SPRING 2002

05/29-07/06 Arranged Arranged WEB BASED Yushan Zhao

#1804 Section 02 [units: 3] NOTE: Section 02: Students must have access to the internet and an internet browser. All WI resident MBA, MPA, MS-MCS, MS-BUS ED, and MS-SBM students admitted for spring 2002 (2021) or after and all non-resident students should add this section:

PREREQ: OPEN ONLY TO STUDENTS ADMITTED TO MBA ON-LINE PROGRAM SPRING 2002 OR LATER.

05/29-07/06 Arranged Arranged WEB BASED Yushan Zhao

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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.

#1836	Section 01	[units: 1-3]				
	05/29-07/06	Arranged	Arranged		To Be Arranged	
#1837	Section 22	[units: 1-3]				
	05/29-07/06	Arranged	Arranged	WEB BASED	Marilyn A Lavin	