

Start/End Dates

Meeting Days

Meeting Times

Location

Instructor

Course 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.

#4506	Section 01	[units: 3]				
	01/20-05/20	MW	08:00 AM - 09:15 AM	C3002	Amy S Coon	
#4507	Section 02	[units: 3]	NOTE: Laptops are required for this section			
	01/20-05/20	MWF	08:50 AM - 09:40 AM	C2003	Renee A Pfeifer-Luckett	
#4508	Section 03	[units: 3]				
	01/20-05/20	MW	09:30 AM - 10:45 AM	C3002	Amy S Coon	
#4509	Section 04	[units: 3]				
	01/20-05/20	MWF	09:55 AM - 10:45 AM	C2003	Renee A Pfeifer-Luckett	
#4510	Section 05	[units: 3]				
	01/20-05/20	TR	09:30 AM - 10:45 AM	C1003	Ann S Roe	
#4511	Section 06	[units: 3]				
	01/20-05/20	TR	11:00 AM - 12:15 PM	C1003	Ann S Roe	

Class#	Section	(Units)	General Education Designation (if any)	Start/End Dates	Meeting Days	Meeting Times	Location	Instructor	Course Topic (if applicable)
#4512	Section 07	[units: 3]		01/20-05/20	M	06:30 PM - 09:00 PM	C2004	Charles A Oelschlaeger	
#5275	Section 08	[units: 3]		01/20-05/20	MW	11:00 AM - 12:15 PM	C2003	Charles A Oelschlaeger	

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: MARKETING 311 AND ECON 245

#4513	Section 01	[units: 3]		01/20-05/20	TR	09:30 AM - 10:45 AM	C2004	Andrew J Dahl	
#4514	Section 02	[units: 3]		01/20-05/20	TR	03:45 PM - 05:00 PM	C2004	Andrew J Dahl	

MARKETNG 350 PROMOTIONAL POLICIES AND STRATEGIES ... 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: MARKETING 311

#4515	Section 01	[units: 3]		01/20-05/20	TR	12:30 PM - 01:45 PM	C1008	Ann S Roe	
#4516	Section 02	[units: 3]		01/20-05/20	TR	02:15 PM - 03:30 PM	C1008	Ann S Roe	

MARKETNG 351 INTERNET MARKETING ... This class is designed to provide marketing majors and minors with basic knowledge of the Internet so that they can understand why this technology has and will continue to exert such an important impact on marketing practice. It will also consider such topics as web demographics, the online business model, web enhancement of products and services, personalization, traffic and brand building, net exchanges, and online community. In addition, the class will explore the impact that the Internet is having on such traditional areas of marketing concern as research, new product development, segmentation, personal selling, pricing and distribution.

PREREQ: MARKETING 311

#4517	Section 01	[units: 3]		01/20-05/20	MW	12:30 PM - 01:45 PM	C2003	Marilyn A Lavin	
#4518	Section 22	[units: 3]		01/20-05/20	Arranged	Arranged	WEB BASED	Marilyn A Lavin	NOTE: The tuition for online courses in the College of Business and Economics is \$360 per credit for both resident and non-resident students.

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: MARKETING 311

#4520	Section 01	[units: 3]		01/20-05/20	MW	12:30 PM - 01:45 PM	C2004	Amy S Coon	
#4522	Section 02	[units: 3]		01/20-05/20	MW	02:15 PM - 03:30 PM	C2003	Amy S Coon	

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: MARKETING 311

#4523	Section 01	[units: 3]		01/20-05/20	MW	09:30 AM - 10:45 AM	C1008	Yushan Zhao	
#4524	Section 02	[units: 3]		01/20-05/20	MW	11:00 AM - 12:15 PM	C1008	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: MARKETING 311

#4525	Section 01	[units: 3]		01/20-05/20	W	06:30 PM - 09:00 PM	C2004	Yushan Zhao	
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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

#4526	Section 01	[units: 3]		01/20-05/20	TR	11:00 AM - 12:15 PM	C1008	Amanda Helm	
#4527	Section 02	[units: 3]		01/20-05/20	TR	12:30 PM - 01:45 PM	C2003	Amanda Helm	

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

#4528	Section 01	[units: 3]		01/20-05/20	MWF	08:50 AM - 09:40 AM	C2004	Sharon A Roy	
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Start/End Dates	Meeting Days	Meeting Times	Location	Instructor	Course Topic (if applicable)
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#4529	Section 02	[units: 3]			
01/20-05/20	MWF	09:55 AM - 10:45 AM	C2004	Sharon A Roy	

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: MARKETING 311

#4530	Section 01	[units: 3]			
01/20-05/20	MWF	11:00 AM - 11:50 AM	C2004	Sharon A Roy	

#4531	Section 02	[units: 3]			
01/20-05/20	MW	02:15 PM - 03:30 PM	C2004	Sharon A Roy	

MARKETNG 444 DIRECT 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: MARKETING 311

#4532	Section 01	[units: 3]			
01/20-05/20	MW	12:30 PM - 01:45 PM	C1008	Renee A Pfeifer-Luckett	

#4533	Section 02	[units: 3]			
01/20-05/20	MW	02:15 PM - 03:30 PM	C1008	Renee A Pfeifer-Luckett	

MARKETNG 445 DATABASE MARKETING ... 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: MARKETING 311

#5276	Section 01	[units: 3]			
01/20-05/20	TR	11:00 AM - 12:15 PM	C2004	Andrew J Dahl	

MARKETNG 460 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

#4551	Section 01	[units: 3]			
01/20-05/20	TR	02:15 PM - 03:30 PM	C2004	Andrew J Dahl	

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: MARKETING 311 AND MARKETING 321 AND SENIOR STATUS

#4535	Section 01	[units: 3]			
01/20-05/20	TR	09:30 AM - 10:45 AM	C2003	Carol Scovotti	

#4536	Section 02	[units: 3]			
01/20-05/20	TR	11:00 AM - 12:15 PM	C2003	Carol Scovotti	

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 AND CONSENT OF INSTRUCTOR

#4537	Section 01	[units: 1-3]			
01/20-05/20	Arranged	Arranged		Sharon A Roy	
S/NC Grading Basis Only					

Instructor Consent

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

#4538	Section 01	[units: 1-3]			
01/20-05/20	Arranged	Arranged		Jimmy W Peltier	

Dept. Consent

#5387	Section 02	[units: 1-3]			
01/20-05/20	Arranged	Arranged		Amy S Coon	

Dept. Consent

#5444	Section 03	[units: 1-3]			
01/20-05/20	Arranged	Arranged		Sharon A Roy	

Dept. Consent

#5446	Section 05	[units: 1-3]			
01/20-05/20	Arranged	Arranged		Amanda Helm	

Dept. Consent

#5533	Section 06	[units: 1-3]			
01/20-05/20	Arranged	Arranged		Carol Scovotti	

Dept. Consent

*** 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

#4539	Section 01	[units: 2]	NOTE: AMERICAN FAMILY MADISON A2141		
03/16-05/20	W	05:15 PM - 08:30 PM	OFF CAMPUS	Mete B Sirvanci	

Start/End Dates	Meeting Days	Meeting Times	Location	Instructor	Course Topic (if applicable)
#4540	Section 02	[units: 2]	NOTE: UW-WAUKESHA S108		
01/21-03/11	W	06:15 PM - 09:35 PM	OFF CAMPUS	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 □

#4541 Section 22 [units: 3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

01/20-05/20	Arranged	Arranged	WEB BASED	Mete B Sirvanci
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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

#4543 Section 01 [units: 3]

01/20-05/20	TR	03:45 PM - 05:00 PM	C2003	Amanda Helm
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MARKETNG 767 STRATEGIC MARKETING FOR ENTREPRENEURS ... *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

#4544 Section 22 [units: 3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

01/20-05/20	Arranged	Arranged	WEB BASED	Jimmy W Peltier
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MARKETNG 772 INTERNET MARKETING ... *This class is designed to provide marketing majors and minors with basic knowledge of the Internet so that they can understand why this technology has and will continue to exert such an important impact on marketing practice. It will also consider such topics as web demographics, the online business model, web enhancement of products and services, personalization, traffic and brand building, net exchanges, and online community. In addition, the class will explore the impact that the Internet is having on such traditional areas of marketing concern as research, new product development, segmentation, personal selling, pricing, and distribution.*

PREREQ: MARKETNG 716 OR EQUIVALENT

#5277 Section 22 [units: 3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

01/20-05/20	Arranged	Arranged	WEB BASED	Marilyn A Lavin
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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 THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

#4545 Section 01 [units: 1-3]

01/20-05/20	Arranged	Arranged		Marilyn A Lavin
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#5419 Section 02 [units: 1-3]

01/20-05/20	Arranged	Arranged		Jimmy W Peltier
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#5436 Section 03 [units: 1-3]

01/20-05/20	Arranged	Arranged		Carol Scovotti
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