

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.

#1736 Section 01 [units: 3]

07/06-08/14 MTWRF 09:05 AM - 09:55 AM HY0324 Sharon A Roy

#1724 Section 22 [units: 3] NOTE: The tuition for online courses in the College of Business and Economics is \$360 per credit for both resident and non-resident students.

05/26-07/03 Arranged Arranged WEB BASED Marilyn A Lavin

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

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

#1737 Section 01 [units: 3]

07/06-07/24 MTWRF 10:45 AM - 11:35 AM HY0212 Sharon A Roy

#2110 Section 02 [units: 3] NOTE: JONKOPING UNIVERSITY SWEDEN

All class meeting details to be arranged.

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

#1726 Section 22 [units: 3] NOTE: The tuition for online courses in the College of Business and Economics is \$360 per credit for both resident and non-resident students.

07/06-08/14 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 AND CONSENT OF INSTRUCTOR

#1733 Section 01 [units: 1-3]

Instructor Consent

05/26-08/14 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 AND CONSENT OF DEPARTMENT

#1734 Section 01 [units: 1-3]

Dept. Consent

All class meeting details to be arranged.

#2054 Section 02 [units: 1-3]

Dept. Consent

05/26-08/14 Arranged Arranged Carol Scovotti

*** 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

#1729 Section 22 [units: 2] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

05/26-07/03 Arranged Arranged WEB BASED Mete B Sirvanci

MARKETNG 751 BUYER BEHAVIOR ... The study and explanation of the behavior of consumers, research methods and findings from the behavioral sciences. Prereq: MARKETNG 716 or equivalent

PREREQ: MARKETNG 716 OR EQUIVALENT AND GRAD LEVEL BUSINESS REQUIREMENT

#1732 Section 01 [units: 3]

07/06-08/14 TR 06:30 PM - 09:50 PM HY0324 Amanda Helm

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

#1731 Section 22 [units: 3] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

05/26-07/03 Arranged Arranged WEB BASED Jimmy W Peltier

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.

#1735 Section 01 [units: 1-3]

All class meeting details to be arranged.

#1947 Section 22 [units: 1-3] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

05/26-08/14 Arranged Arranged WEB BASED Marilyn A Lavin