

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.**

#5303 Section 01 [units: 3]

09/02-12/22 MW 08:00 AM - 09:15 AM HH1000 Jimmy W Peltier

#5307 Section 02 [units: 3]

09/02-12/22 TR 09:30 AM - 10:45 AM HH2303 Ann S Roe

#5313 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.

09/02-12/22 Arranged Arranged WEB BASED Marilyn A Lavin

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

#5314	Section 01	[units: 3]			
09/02-12/22	MW	08:00 AM - 09:15 AM	HH2303	Andrew J Dahl	
#5318	Section 02	[units: 3]			
09/02-12/22	MW	09:30 AM - 10:45 AM	HH2303	Andrew J Dahl	

**MARKETNG 337 RETAIL MANAGEMENT ...** This class addresses the particular issues related to marketing to ultimate consumers. Particular attention is given to the role of retailing in the economy, retail mathematics, merchandising, technology, and global expansion.

**PREREQ: MARKETING 311**

#5319	Section 01	[units: 3]			
09/02-12/22	TR	09:30 AM - 10:45 AM	HH2309	Marilyn A Lavin	

**MARKETNG 350 INTEGRATED MARKETING COMMUNICATIONS ...** 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**

#5328	Section 01	[units: 3]			
09/02-12/22	TR	09:30 AM - 10:45 AM	HH2300	Amanda Helm	
#5332	Section 02	[units: 3]			
09/02-12/22	TR	11:00 AM - 12:15 PM	HH2300	Ann S Roe	
#5347	Section 03	[units: 3]			
09/02-12/22	TR	12:30 PM - 01:45 PM	HH2300	Amanda Helm	

**MARKETNG 360 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: MARKETING 311**

#5348	Section 01	[units: 3]			
09/02-12/22	M	06:30 PM - 09:00 PM	HH2300	Charles A Oelschlaeger	

**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**

#5352	Section 01	[units: 3]			
09/02-12/22	TR	11:00 AM - 12:15 PM	HH2309	Amy S Coon	
#5354	Section 02	[units: 3]			
09/02-12/22	TR	02:15 PM - 03:30 PM	HH2309	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**

#5355	Section 01	[units: 3]			
09/02-12/22	TR	11:00 AM - 12:15 PM	HH2102	Yushan Zhao	
#5357	Section 02	[units: 3]			
09/02-12/22	TR	12:30 PM - 01:45 PM	HH2309	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**

#5358	Section 01	[units: 3]			
09/02-12/22	MW	02:15 PM - 03:30 PM	HH2102	Renee A Pfeifer-Luckett	

**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**

#5360	Section 01	[units: 3]			
09/02-12/22	TR	03:45 PM - 05:00 PM	HH2309	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**

#5361	Section 01	[units: 3]			
09/02-12/22	MW	09:30 AM - 10:45 AM	HH2300	Dennis A Kopf	
#5363	Section 02	[units: 3]			
09/02-12/22	MW	11:00 AM - 12:15 PM	HH2300	Dennis A Kopf	

<i>Start/End Dates</i>	<i>Meeting Days</i>	<i>Meeting Times</i>	<i>Location</i>	<i>Instructor</i>	<i>Course Topic (if applicable)</i>
#5365	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.		
09/02-12/22	Arranged	Arranged	WEB BASED	Sharon A Roy	

**MARKETNG 430 ENTREPRENEURIAL AND ADVANCED SALES TECHNIQUES ...** *Selling is a critical criterion for successful enterprises. This course provides advanced hands-on and practical approaches for selling new products/services, obtaining new customers, launching new enterprises, or for creating relationships in other entrepreneurial selling scenarios. Through video and other technologies, students will present interactive solutions for developing strong customer relationships.*

**PREREQ: MARKETNG 311, MARKETNG 429 AND UPPER LEVEL BUSINESS REQUIREMENT**

#5777	Section 01	[units: 3]			
09/02-12/22	MW	12:30 PM - 01:45 PM	HH2300	Dennis A Kopf	

**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**

#5369	Section 01	[units: 3]			
09/02-12/22	MW	11:00 AM - 12:15 PM	HH2309	Sharon A Roy	
#5371	Section 02	[units: 3]			
09/02-12/22	MW	12:30 PM - 01:45 PM	HH2309	Sharon A Roy	

**MARKETNG 444 DIRECT AND MULTICHANNEL 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**

#5375	Section 01	[units: 3]			
09/02-12/22	MW	09:30 AM - 10:45 AM	HH2102	Renee A Pfeifer-Luckett	
#5379	Section 02	[units: 3]			
09/02-12/22	MW	11:00 AM - 12:15 PM	HH2102	Renee A Pfeifer-Luckett	
#5384	Section 03	[units: 3]			
09/02-12/22	TR	09:30 AM - 10:45 AM	HH2102	Renee A Pfeifer-Luckett	

**MARKETNG 445 CUSTOMER RELATIONSHIP MANAGEMENT ...** *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**

#5387	Section 01	[units: 3]			
09/02-12/22	TR	02:15 PM - 03:30 PM	HH2102	Pavan R Chennamaneni	

**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**

#5390	Section 01	[units: 3]			
09/02-12/22	MW	08:00 AM - 09:15 AM	HH2309	Carol Scovotti	

**MARKETNG 493 INTERNSHIP IN MARKETING ...** *A marketing internship consists of a structured-supervised work experience within a major area of marketing concentration within the department. The internship experience offers students opportunities to apply classroom learning to the needs of the sponsoring internship company and to acquire some new skill sets during this process. Internships consist of 15-20 hours of work/week during the semester. A minimum of 150 hours work is required for a 3 credit internship. Only one MARKETNG 493 course allowed to count towards major or minor.*

**MARKETNG 311, JR ST, UPPER LVL**

#5778	Section 01	[units: 1-3]			Instructor Consent
09/02-12/22	Arranged	Arranged		Sharon A Roy	

**MARKETNG 493D INTERNSHIP IN MARKETING - DIRECT AND INTERACTIVE EMPHASIS ...** *Structured-supervised work experience for students interested in a Direct and Interactive Emphasis. Internship experiences offer students an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.*

**PREREQ: MARKETING 311**

#5779	Section 01	[units: 3]			Instructor Consent
09/02-12/22	Arranged	Arranged		Sharon A Roy	

**MARKETNG 493E INTERNSHIP IN MARKETING - ENTREPRENEURIAL MARKETING EMPHASIS ...** *Structured-supervised work experience for students interested in an Entrepreneurial Marketing Emphasis. The internship experience offers the student an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.*

**PREREQ: MARKETING 311**

#5780	Section 01	[units: 3]			Instructor Consent
09/02-12/22	Arranged	Arranged		Sharon A Roy	

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

**MARKETNG 493I INTERNSHIP IN MARKETING - IMC EMPHASIS ... Structured-supervised work experince for students interested in an Integrated Marketing Communication Emphasis. Internships offer students an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.**

**PREREQ: MARKETING 311**

#5781 Section 01 [units: 3] Instructor Consent

09/02-12/22 Arranged Arranged Sharon A Roy

**MARKETNG 493S INTERNSHIP IN MARKETING - SALES EMPHASIS ... This course is a structured-supervised work experience within the sales function. The internship experience offers the student an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.**

**PREREQ: MARKETING 311**

#5782 Section 01 [units: 3] Instructor Consent

09/02-12/22 Arranged Arranged Sharon A Roy

**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**

#5399 Section 01 [units: 1-3] Dept. Consent

09/02-12/22 Arranged Arranged Jimmy W Peltier

#5403 Section 02 [units: 1-3] Dept. Consent

09/02-12/22 Arranged Arranged Carol Scovotti

#5409 Section 03 [units: 1-3] Dept. Consent

09/02-12/22 Arranged Arranged Amanda Helm

#5415 Section 04 [units: 1-3] Dept. Consent

09/02-12/22 Arranged Arranged Sharon A Roy

#5819 Section 05 [units: 1-3] Dept. Consent

09/02-12/22 Arranged Arranged Amy S Coon

#6051 Section 06 [units: 1-3] Dept. Consent

09/02-12/22 Arranged Arranged Ann S Roe

#6067 Section 07 [units: 1-3] Dept. Consent

09/02-12/22 Arranged Arranged Dennis A Kopf

**\*\*\* 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**

#5417 Section 01 [units: 2]

09/02-12/22 W 06:30 PM - 08:10 PM HH2309 Maxwell K Hsu

#5418 Section 22 [units: 2] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

09/02-12/22 Arranged Arranged WEB BASED Maxwell K Hsu

**MARKETNG 761 INTERNATIONAL BUSINESS (MARKETING) ... Fundamental aspects of international business will be studied. Emphasis is placed on decision making in an international setting and appraisal of market opportunities worldwide. Cases will be used to illustrate operational problems of multinational organizations as well as international intermediaries. Prereq: MARKETNG 716 or equivalent**

**PREREQ: MARKETNG 716 OR EQUIVALENT AND GRAD LEVEL BUSINESS REQUIREMENT**

#5419 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.

09/02-12/22 Arranged Arranged WEB BASED Carol Scovotti

**MARKETNG 766 ETHICS IN THE MARKETPLACE ... This course will focus primarily on issues related to the business/customer relationship, with customers being defined as both other organizations and consumers. The course will emphasize current issues such as privacy rights, pricing ethics, promotional tactics and targeting. Students will discuss topics, analyze cases, and write essays defending their opinions and suggesting strategies. The course will provide examples of both exemplary and poor business behavior.**

**PREREQ: MARKETNG 716 OR EQUIVALENT**

#5420 Section 22 [units: 2] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

10/26-12/22 Arranged Arranged WEB BASED Lois J Smith

**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**

#5421 Section 01 [units: 3] NOTE: UW-WAUKESHA

09/02-12/22 W 06:15 PM - 08:45 PM OFF CAMPUS Yushan Zhao

<i>Start/End Dates</i>	<i>Meeting Days</i>	<i>Meeting Times</i>	<i>Location</i>	<i>Instructor</i>	<i>Course Topic (if applicable)</i>
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**MARKETNG 775 DATABASE MARKETING ...** 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 understanding one-to-one buyer-seller relationships, studying the types of information needed in a customer database, and how this information can be integrated into the marketing decision making process. Special attention is devoted to utilizing statistical analyses to understanding relationships.

**PREREQ: MARKETNG 716 OR EQUIVALENT AND MARKETNG 731 OR MARKETNG 732**

#5422 Section 01 [units: 3]

09/02-12/22	R	06:30 PM - 09:00 PM	HH2309	Pavan R Chennamaneni	
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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.**

#5424 Section 01 [units: 1-3]

09/02-12/22	Arranged	Arranged		Jimmy W Peltier	
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#5425 Section 02 [units: 1-3]

09/02-12/22	Arranged	Arranged		Carol Scovotti	
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#5426 Section 22 [units: 1-3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

09/02-12/22	Arranged	Arranged	WEB BASED	Marilyn A Lavin	
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