



**AUSTIN E. COFRIN**  
SCHOOL of BUSINESS  
UNIVERSITY of WISCONSIN-GREEN BAY

# BUSINESS ADMINISTRATION MAJOR

## EMPHASIS IN MARKETING

### COURSE REQUIREMENTS

For Catalog Year 2017 – 2018

#### Additional Graduation Requirements

- Minimum 120 credits
- Minimum 2.5 GPA
- Completion of all general education and academic plan requirements
- Minimum of four writing emphasis (WE) courses (two lower & two upper level)
- Minimum residency requirements met

(F)  
Course offered in  
Fall Semester

(S)  
Course offered in  
Spring Semester

WE  
Course satisfies Writing  
Emphasis Requirement

<sup>1</sup>

Satisfied for students with  
an ACT English score  
of 32 or higher

<sup>2</sup>

Satisfies the Global  
Culture General  
Education Requirement

#### SUPPORTING COURSES (four) 13 credits

1.	ECON 202	Macro Economic Analysis (F,S)	3 cr.
2.	ECON 203	Micro Economic Analysis (F,S)	3 cr.
3.	ENG COMP 105	English Composition II: Composition and Rhetoric <sup>1</sup> (F,S) WE	3 cr.
4.	BUS ADM 216	Business Statistics (or MATH 260) (F,S)	4 cr.

#### UPPER-LEVEL COURSES (eight) 25 credits

1.	ACCTG 300	Introductory Accounting (F,S)	4 cr.
2.	ACCTG 302	Managerial Accounting I (F,S)	3 cr.
3.	BUS ADM 305	Legal Environment of Business (F,S)	3 cr.
4.	BUS ADM 322	Introductory Marketing (F,S)	3 cr.
5.	BUS ADM 343	Corporation Finance (F,S)	3 cr.
6.	BUS ADM 350	Business Computer Applications (F,S)	3 cr.
7.	BUS ADM 389	Organizational Behavior (F,S)	3 cr.
8.	BUS ADM 482	Strategic Management (F,S) (capstone)	3 cr.

#### MARKETING EMPHASIS REQUIRED COURSES (seven) 21 credits

1.	BUS ADM 421	International Marketing <sup>2</sup> (F,S) WE	3 cr.
2.	BUS ADM 424	Marketing Research (F)	3 cr.
3.	BUS ADM 428	Consumer Behavior (F, S) WE	3 cr.

#### 4 & 5. Choose Two Of The Following Upper Division Marketing Courses:

BUS ADM 327	Selling and Sales Management (F) WE	3 cr.
BUS ADM 384	Introduction to Supply Chain Management (F,S) WE	3 cr.
BUS ADM 423	Advertising (F,S)	3 cr.
BUS ADM 426	Marketing Management (S)	3 cr.
BUS ADM 452	Business Analytics	3 cr.
BUS ADM 499	Travel Course <sup>2</sup>	3 cr.

#### 5. Choose One Of The Following Upper Division Finance Courses:

BUS ADM 344	Real Estate Principles (S)	3 cr.
BUS ADM 345	Risk Management and Insurance (F)	3 cr.
BUS ADM 347	Financial Markets and Institutions (F,S)	3 cr.
BUS ADM 442	Principles of Investment (F,S) WE	3 cr.
BUS ADM 445	International Financial Management (S)	3 cr.
BUS ADM 446	Advanced Corporation Finance (F,S)	3 cr.
BUS ADM 447	Derivatives (S)	3 cr.
BUS ADM 450	Bank Administration (F)	3 cr.

#### 7. Choose One Of The Following Upper Division Management Courses:

BUS ADM 362	Introduction to Human Resource Management (F,S)	3 cr.
BUS ADM 380	Project Management (F, S)	3 cr.
BUS ADM 384	Introduction to Supply Chain Management (F,S) WE	3 cr.
BUS ADM 452	Business Analytics (F,S)	3 cr.
BUS ADM 472	Leadership Development (F,S) WE	3 cr.
BUS ADM 481	Entrepreneurship and Small Business Management (F,S) WE	3 cr.
BUS ADM 489	Organizational Culture & Change (F,S) WE	3 cr.

#### TOTAL CREDITS 59 credits



# SUGGESTED FOUR-YEAR PLAN

FIRST YEAR			
<i>Fall</i>	<i>CR</i>	<i>Spring</i>	<i>CR</i>
First Year Seminar Gen. Ed.	3	Fine Arts Gen Ed.	3
Math Competency Requirement	3	BUS ADM 216 Business Statistics	4
Social Sciences Gen. Ed. (Suggested BUS ADM 202 or 206)	3	Biological Sciences Gen Ed.	3
Humanities Gen. Ed.	3	ENG COMP 105 Expository Writing	3
English Competency Requirement	3	Minor or Elective Credits	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>16</b>
SECOND YEAR			
<i>Fall</i>	<i>CR</i>	<i>Spring</i>	<i>CR</i>
ACCTG 300 Introductory Accounting	4	ACCTG 302 Managerial Accounting I	3
BUS ADM 322 Introductory Marketing	3	BUS ADM 350 Business Computer Apps	3
BUS 389 Organizational Behavior	3	ECON 202 Macro Economics	3
Sustainability Perspective Gen. Ed.	3	BUS ADM 421 International Marketing	3
Minor or Elective Credits	3	Minor or Elective Credits	3
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>15</b>
THIRD YEAR			
<i>Fall</i>	<i>CR</i>	<i>Spring</i>	<i>CR</i>
ECON 203 Micro Economics	3	BUS ADM 305 Legal Environment of Business	3
Upper Division Marketing Course BUS ADM 327, 423, 384, 452	3	Upper Division Marketing Course BUS ADM 423, 426, 384, 452	3
BUS ADM 343 Corporation Finance	3	Humanities Gen. Ed.	3
BUS ADM 424 Marketing Research	3	Minor or Elective Credits	3
Ethnic Studies Perspective Requirement	3	Internship Credits	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
FOURTH YEAR			
<i>Fall</i>	<i>CR</i>	<i>Spring</i>	<i>CR</i>
Upper Division Management Course BUS ADM 362, 380, 384, 472, 481, 489	3	BUS ADM 482 Strategic Management	3
Upper Division Finance Course BUS ADM 344, 345, 347, 442, 445, 446, 447, 450	3	Natural Sciences Gen. Ed.	3
BUS ADM 428 Consumer Behavior	3	Minor or Elective Credits	3
Minor or Elective Credits	3	Minor or Elective Credits	3
Internship Credits	3	Minor or Elective Credits	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

Courses are not guaranteed to be offered in the semester listed.  
Intended for advising purposes only; not an official degree plan document.  
For questions regarding degree requirements, please consult your School of Business Advisor.