



UNIVERSITY of WISCONSIN  
GREEN BAY

# Business Administration Major with Marketing Emphasis

**Disclaimer:** This worksheet is unofficial and should only be used in conjunction with your official *Degree Progress Report* located in your SIS Student Center.

Name:	ID:	Date:
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MAJOR REQUIREMENTS				62 Total Credits	
				EN-Enrolled in Term or TR-Transfer Credit	Needed
				Completed	
Supporting Coursework				16 Credits	
BUS ADM 202: Business and Its Environment	3			<input type="checkbox"/>	<input type="checkbox"/>
ENG COMP 105 English Composition II (WE) <b>OR</b> ENG COMP 200 Prof Writing for Bus Majors(WE)	3			<input type="checkbox"/>	<input type="checkbox"/>
ECON 202 Macroeconomics	3			<input type="checkbox"/>	<input type="checkbox"/>
ECON 203 Microeconomics	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 216 or MATH 260 Statistics	4			<input type="checkbox"/>	<input type="checkbox"/>
Upper-Level Core Coursework				25 Credits	
ACCTG 300 Principles of Financial Accounting	4			<input type="checkbox"/>	<input type="checkbox"/>
ACCTG 302 Principles of Managerial Accounting	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 305 Legal Environment of Business	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 322 Introductory Marketing	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 343 Corporation Finance	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 350 Business Computer Applications	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 389 Organizational Behavior	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 482 Strategic Management (Capstone)	3	(Take in the last year)		<input type="checkbox"/>	<input type="checkbox"/>
Marketing Emphasis Coursework				21 Credits	
BUS ADM 421 International Marketing (WE)	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 424 Marketing Research	3	(Fall Only)		<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 428 Consumer Behavior (WE)	3			<input type="checkbox"/>	<input type="checkbox"/>
<i>(Choose two of the following marketing elective courses)</i>					
BUS ADM 327 Selling and Sales Management (WE)	3	(Fall Only)		<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 423 Advertising	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 426 Marketing Management	3	(Spring Only)		<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 452 Business Analytics	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 499 Travel Course to Cuernavaca Mexico or to European Innovation Academy	3			<input type="checkbox"/>	<input type="checkbox"/>
<i>(Choose one of the following finance elective courses)</i>					
BUS ADM 344 Real Estate Principles	3	(Spring Only)		<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 345 Risk Management and Insurance	3	(Fall Only)		<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 347 Financial Markets & Institutions	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 442 Principles of Investment (WE)	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 445 Intl Financial Management	3	(Spring Only)		<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 446 Advanced Corporation Finance	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 450 Bank Administration	3	(Fall Only)		<input type="checkbox"/>	<input type="checkbox"/>

TURN OVER

<i>(Choose one of the following management elective courses)</i>					
BUS ADM 362 Intro to Human Resource Mgmt	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 380 Project Management	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 384 Intro to Supply Chain Mgmt (WE)	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 452 Business Analytics	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 472 Leadership Development (WE)	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 481 Entrepreneurship & Small Bus Mgmt (WE)	3			<input type="checkbox"/>	<input type="checkbox"/>
BUS ADM 489 Organization Culture & Change (WE)	3			<input type="checkbox"/>	<input type="checkbox"/>

**Notes:**

# 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
BUS ADM 202	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.