

## COLLEGE OF BUSINESS

### Major: Marketing – 24 credits

2021-2022

Required Courses – 15 credits	Semester	Prerequisite Course(s)
MARKET 374 Marketing Research	Fall/Spring	MARKET 371 w/C & MHR 381 w/C
MARKET 375 Global Marketing**	Fall/Spring	MARKET 371
MARKET 377 Consumer Behavior**	Fall/Spring	MARKET 371
MARKET 473 Marketing Strategy	Fall/Spring	MARKET 371 + 6 crs of 300/400 level Marketing courses
MARKET 477 Business Growth & Development*	Fall/Spring	*see note

*\*Admit to COB, Senior standing, graduating semester, complete or concurrent of BUS 340 or BUS 492 and have submitted a graduation application.*

**PLUS: Choose one of the following to complete your 9 credits of electives**

#### Marketing Major with Digital Marketing Emphasis:

Required courses	Semester	Prerequisite Course(s)
MARKET 363 Digital Marketing**	Fall/Spring	
MARKET 428 Digital Marketing Analytics	Spring	(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
<b>Plus choose ONE* of the following:</b>		
COMP SCI 125 World Wide Website Development (XS)	Fall/Spring	
INFO SYS 350 E-Commerce Technology Mgmt.	Fall	(INFO SYS 311) and (CS 125 or IS 201)
JOURNAL 251 Foundations of Multimedia Storytelling	Fall/Spring	See M. Blublitz for enrollment process
MARKET 372 Retailing in the Digital World**	Spring	
MARKET 376 Advertising & Social Media Marketing	Fall/Spring	

#### Marketing Major with Marketing Analysis & Insights Emphasis:

Required courses	Semester	Prerequisite Course(s)
MARKET 418 Marketing Analytics	Fall	(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
MARKET 428 Digital Marketing Analytics	Spring	(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
<b>Plus choose ONE* of the following:</b>		
ECON 472 Time Series Analysis & Forecasting**	Fall/Spring	ECON 210 w/C or MATH 301 w/C
ECON 473 Econometric Methods**	Fall/Spring	ECON 210 w/C or MATH 301 w/C
INFO SYS 315 Database Systems in Business	Spring	(INFO SYS 311) or (MHR 381) or (CS 271 w/C)
POLI SCI 245 Political Methodology		
RTF 349 Audience Research		(2.5 GPA and RTF 115) or (instructor consent for non RTF majors)

#### Marketing Major without an emphasis (default if an emphasis above is not declared)

Choose three of the following courses	Semester	Prerequisite Course(s)
MARKET 363 Digital Marketing**	Fall/Spring	
MARKET 372 Retailing in the Digital World**	Spring	
MARKET 376 Advertising & Social Media Marketing	Fall/Spring	
MARKET 379 Professional Sales		
MARKET 418 Marketing Analytics	Fall	(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
MARKET 428 Digital Marketing Analytics	Spring (possible fall interim)	(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
MARKET 474 Honors Thesis	Fall/Spring	

#### Marketing Major with Sales Emphasis: (this Sales program is not currently being offered)

Required courses	Semester	Prerequisite Course(s)
MARKET 331 Fundamentals of Sales		co-requisites 335 & 338
MARKET 335 Sales Management		co-requisites 331 & 338
MARKET 338 Advanced Sales Topics		co-requisites 331 & 335

\*\*These courses can be taken with 44 credits earned.

#### Additional suggestions/reminders:

- To declare a marketing major or to add/remove an emphasis, email Micki Benz: [benzm@uwosh.edu](mailto:benzm@uwosh.edu) Sage 1472
- MARKET 375 Global Marketing also can count toward your Global Knowledge Requirement (GKR)
- Apply to graduate at start of semester before graduating; use form in your Student Center on Titan Web