

# Marketing

The Marketing major in UW-Green Bay's Cofrin School of Business provides students with in-depth knowledge in marketing through a rigorous curriculum with courses covering a wide range of topics, such as digital marketing, international marketing, sales, consumer behavior, social media marketing, advertising, and marketing strategy.

The program provides considerable exposure to the liberal arts and develops the critical thinking, problem-solving, interpersonal, communication, quantitative and computer skills needed by graduates to successfully serve as leaders within modern organizations. The program also addresses contemporary organizational issues such as global competition, social responsibility and ethics, sustainability, and the relationship between organizations and various environmental forces.

In the marketing major students start by taking general education and introductory-level business courses. Additionally, students take courses that provide an overall understanding of business, such as the basics of Marketing, Accounting, Human Resources, Management and Finance among others. Finally, students take marketing-specific upper-level courses and complete a capstone course, prior to applying for graduation.

The Marketing faculty are experts in their field who use a variety of pedagogical practices and connect the classroom to the real-world. Students are also encouraged to complete internships for credit.

## Entrance and Exit Requirements

Students can declare a Marketing major at any time with any number of credits through a simple online process. To declare, students must complete an online Declaration of Major/Minor/Certificate e-form (<https://www.uwgb.edu/registrar/forms-petitions/declaration-swap-forms/>), which includes reading and accepting an Honor Code (pre-declaration form). Your advisor will be assigned to you after the e-form is received.

Students must maintain a cumulative GPA of 2.5 to proceed in the course progression. All students must meet this exit requirement to graduate. Students intending to graduate with this major must have a minimum 2.5 cumulative grade point average.

## Major

Code	Title	Credits
<b>Foundational Courses</b>		<b>54-58</b>
ACCTG 201	Principles of Financial Accounting	
ACCTG 202	Principles of Managerial Accounting	
BUS ADM 130	Spreadsheet and Information Systems	
BUS ADM 201	Principles of Sustainability in Business	
BUS ADM 202	Business and Its Environment	
ECON 202	Macro Economic Analysis	
ECON 203	Micro Economic Analysis	
PHILOS 227	Business Ethics	
SCM 200	Principles of Supply Chain Management	
<b>Statistics (choose one):</b>		
BUS ADM 220 or MATH 260	Business Statistics Introductory Statistics	
<b>Writing (choose one):</b>		
WF 200 or WF 105	Professional Writing for Business Majors <sup>1</sup> Research and Rhetoric	
<b>Upper-Level Foundational Courses</b>		
BUS ADM 305	Legal Environment of Business	
ENTRP 371	e-Entrepreneurship and Digital Management	
FIN 343	Corporation Finance	
HRM 362	Introduction to Human Resource Management	
MGMT 389	Organizational Behavior	
MGMT 482	Capstone in Business Strategy	
MKTG 322	Principles of Marketing	
SCM 380	Project Management	
<b>Marketing Required Courses</b>		<b>12</b>
MKTG 345	Digital Marketing	

MKTG 421	International Marketing	
MKTG 423	Advertising	
MKTG 428	Consumer Behavior	
<b>Marketing Elective Courses:</b>		<b>6</b>
MKTG 327	Selling and Sales Management	
MKTG 424	Research Methods	
MKTG 426	Marketing Strategy	
MKTG 447	Social Media Marketing and Analytics	
<b>Total Credits</b>		<b>72-76</b>

<sup>1</sup> Satisfied for students with an ACT English score of 32 or higher

## Faculty

**Allen Huffcutt**; Professor; Ph.D., Texas AM University

**Sampath Kumar**; Professor; Ph.D., University of Memphis\*

**Vallari Chandna**; Associate Professor; Ph.D., University of North Texas, chair

**David J Radosevich**; Associate Professor; Ph.D., University at Albany, State University of New York\*

**Heather Clarke**; Assistant Professor; Ph.D., Memorial University

**Dianne Murphy**; Assistant Professor; Ph.D., University of Wisconsin - Milwaukee

**Md Tarique Newaz**; Assistant Professor; Ph.D., Texas Tech University

**Aniruddha Pangarkar**; Assistant Professor; Ph.D., Texas Tech University

**Susan Craver**; Lecturer; M.B.A., University of Wisconsin - Madison

**Kathy McKee**; Lecturer; D.B.A., University of Wisconsin - Whitewater