

Marketing

(Bachelor of Business Administration)

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
Foundational Courses		33-37
ACCTG 201	Principles of Financial Accounting	
ACCTG 202	Principles of Managerial Accounting	
BUS ADM 201	Principles of Sustainability in Business	
BUS ADM 202	Business and Its Environment	
BUSAN 130	Spreadsheet and Information Systems	
ECON 202	Macro Economic Analysis	
ECON 203	Micro Economic Analysis	
HRM 262	Introduction to Human Resource Management	
PHILOS 227	Business Ethics	
SCM 200	Principles of Supply Chain Management	
Statistics (choose one):		
BUSAN 220	Business Statistics	
or MATH 260	Introductory Statistics	
Writing (choose one):		
WF 200	Professional Writing for Business Majors ¹	
or WF 105	Research and Rhetoric	
Upper-Level Foundational Courses		36
BUS ADM 305	Legal Environment of Business	
ENTRP 371	e-Entrepreneurship and Digital Management	
FIN 343	Corporation Finance	
MGMT 389	Organizational Behavior	
MKTG 322	Principles of Marketing	
SCM 380	Project Management	
Marketing Required Courses		
MKTG 345	Digital Marketing	

MKTG 421	International Marketing	
MKTG 423	Advertising	
MKTG 428	Consumer Behavior	
Marketing Elective Courses (2 of the following courses):		
MKTG 327	Selling and Sales Management	
MKTG 424	Research Methods	
MKTG 426	Marketing Strategy	
MKTG 447	Social Media Marketing and Analytics	
Capstone Experience		3
MGMT 482	Capstone in Business Strategy	
Total Credits		72-76

¹ Satisfied for students with an ACT English score of 32 or higher

Minor

Code	Title	Credits
Required courses:		12
MKTG 322	Principles of Marketing	
MKTG 345	Digital Marketing	
MKTG 426	Marketing Strategy	
MKTG 428	Consumer Behavior	
Choose any 2 of the following:		6
MKTG 327	Selling and Sales Management	
MKTG 423	Advertising	
MKTG 447	Social Media Marketing and Analytics	
MKTG 421	International Marketing	
MKTG 424	Research Methods	
Any 400-level DESIGN ARTS class (3 Cr.)		
Any 400-level COMM class (3 Cr.)		
Total Credits		18

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

Heather Clarke; Associate Professor; Ph.D., Memorial University

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

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; Assistant Teaching Professor; M.B.A., University of Wisconsin - Madison

Anup Nair; Assistant Teaching Professor; M.B.A., Birla Institute of Technology and Science (India)

Dylan Polkinghorne; Assistant Teaching Professor; M.S., University of Wisconsin - Green Bay