

# 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 add a Marketing major at any time with any number of credits through a simple online process. Students should contact their Professional Advisor listed under the Program Advisors on the right-hand side of the SIS to start the process. Students will be required to read and accept an Honor Code (pre-declaration form). For students adding a major offered in the Cofrin School of Business, a faculty mentor who specializes in their program will be listed under their Program Advisors in SIS.

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>Supporting Courses</b>		<b>36-37</b>
ACCTG 201	Principles of Financial Accounting	
ACCTG 202	Principles of Managerial Accounting	
BUS ADM 201	Principles of Sustainability in Business	
BUS ADM 202	Introduction to Business	
BUSAN 230	Spreadsheet and Information Systems	
HRM 262	Introduction to Human Resource Management	
PHILOS 227	Business Ethics	
ENTRP 272	Introduction to Entrepreneurship	
SCM 200	Principles of Supply Chain Management	
<b>Economics (choose one combination):</b>		
ECON 202 & ECON 203	Macro Economic Analysis and Micro Economic Analysis	
ECON 208 & ECON 209	Economics WTCS Bridge and WTCS Transfer Credit	
<b>Statistics (choose one):</b>		
BUSAN 220 or MATH 260	Introduction to Business Statistics Introductory Statistics	
<b>Upper-Level Courses</b>		<b>36</b>
BUS ADM 305	Legal Environment of Business	
FIN 343	Corporation Finance	
MGMT 389	Organizational Behavior	
MKTG 322	Principles of Marketing	
SCM 380	Project Management	
<b>Marketing Required Courses</b>		

MKTG 345	Digital Marketing	
MKTG 421	International Marketing	
MKTG 423	Advertising	
MKTG 428	Consumer Behavior	
<b>Marketing Elective Courses (2 of the following courses):</b>		
MKTG 327	Selling and Sales Management	
MKTG 424	Research Methods	
MKTG 426	Marketing Strategy	
MKTG 447	Social Media Marketing and Analytics	
<b>Capstone Experience</b>		<b>3</b>
MGMT 482	Capstone in Business Strategy	
<b>Total Credits</b>		<b>75-76</b>

## Minor

Code	Title	Credits
<b>Required courses:</b>		<b>12</b>
MKTG 322	Principles of Marketing	
MKTG 345	Digital Marketing	
MKTG 426	Marketing Strategy	
MKTG 428	Consumer Behavior	
<b>Choose any 2 of the following:</b>		<b>6</b>
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.)		
<b>Total Credits</b>		<b>18</b>

## Faculty

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

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

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

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

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

**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