



Sentry School of Business & Economics

University of Wisconsin-Stevens Point

Marketing Major

(77-79 credits)

- **GPA Requirement: Achieve cumulative GPA of 2.50 or higher in all major courses (including transfer courses).**
- **Course prerequisites are in parenthesis following the course title.**
- **You can find more expansive detail in the [course catalog](#)**

7 Foundation Courses (20-22 credits) Foundation courses are designed to help prepare students for the core courses

- ___ **Calculus** **choose one course** MATH 109 (MATH 107) **or** MATH 111 (MATH 107) **or** MATH 225 (MATH 118,119)
- ___ **Statistics** **choose one course** MATH 255 (MATH 95) **or** ECON 243, FOR 321, HSW 301, MATH 357, PSYC 300, SOC 351
- ___ **BUS 100** Introduction to Business
- ___ **ECON 110** Principles of Macroeconomics (MATH 95)
- ___ **ECON 111** Principles of Microeconomics (MATH 95)
- ___ **ACCT 210** Principles of Financial Acct
- ___ **ACCT 211** Principles of Managerial Acct (A210)

9 Business Core Courses (27 credits) - May be taken out-of-sequence if the course prerequisites are satisfied.

- ___ **BUS 201** Writing and Presenting for Business
- ___ **BUS 301** Building Relationships for Business (B201 or DAC 370)
- ___ **BUS 325** Organizational Behavior
- ___ **BUS 330** Principles of Marketing
- ___ **BUS 340** Business Law and Ethics
- ___ **BUS 350** Principles of Finance (A210)
- ___ **BUS 360** Principles of Production (Calculus, Statistics)
- ___ **BUS 370** Management Information Systems (BUS 325, Bus 330)
- ___ **BUS 380** Principles of Business Analytics (Statistics)

3 Marketing Core Courses (9 credits)

- ___ **BUS 331** Marketing Research (B330)
- ___ **BUS 337** Buyer Behavior (B330)
- ___ **BUS 438** Marketing Strategy (B330, 2 other Marketing classes)

3 Focused Marketing Courses (9 credits)

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| ___ BUS 332 Marketing Platforms and Sys. (B330) | ___ BUS 339 International Marketing (B330) |
| ___ BUS 333 E-Marketing (B330) | ___ BUS 490 Approved Special Topics (varies) |
| ___ BUS 334 Sports Marketing (B330) | ___ COMM 336 Communication and Promotional Strategies |
| ___ BUS 335 Retailing (B330, A210) | ___ DAB 340 Marketing Analytics (MATH 225, MATH 255) |
| ___ BUS 336 Sales Management (B330) | ___ ECON 340 Industrial Organization (E111 or E200) |
| ___ BUS 436 Advanced Sales Management (B336) | |

2 General Electives (6 credits)

Successfully complete an additional 6 credits in the SBE, 200 level or above, not including Acct 498, Bus 320, Bus 496, Bus 498, Econ 200, or Econ 498. Courses taken to satisfy other requirements of the major do not count towards this requirement.

Course #1 -

Course #2 -

1 Internship Course (3 credits) Choose one of the following

- ___ **ACCT 497** Internship in Accounting (3-15 cr.)
- ___ **BUS 497** Internship in Business Administration (3-15 cr.)
- ___ **ECON 497** Internship in Economics (3-15 cr.)

1 Capstone Course (3 credits) To be taken in your final semester

- ___ **BUS 480** Strategic Management (BUS 201, BUS 301, BUS 325, BUS 330, BUS 340)
- You may take only one core course in conjunction with the Capstone.