

BUSINESS: MARKETING, BBA

Marketing is a key factor contributing to the success of any business organization. It is the dynamic and creative process of the development, pricing, promotion, and distribution of products and services to satisfy customer and organizational objectives. Effective marketing requires an integration of eclectic knowledge and the skills pertinent to understanding consumer behavior, planning and analyzing marketing research data, thinking strategically, and managing people.

Students learn how marketing supports an organization's objectives; how to examine consumer motivation and behavior; how to price, promote, and distribute products and services; and how to plan and analyze market research data to make good decisions.

Graduates of the marketing major find an exciting and broad spectrum of career opportunities in brand/product management, industrial selling, retailing, sales management, advertising, marketing research, customer-service management, and other areas.

Requirements

Code	Title	Credits
Advancement to Major (p. 1)		
General Education Requirements (p. 1)		24
Business Foundation Courses (p. 1)		21
Business Core (p. 2)		29
Marketing Major Requirements (p. 2)		21
Business Electives		12
General Electives		13
Total Credits		120

Advancement to the Major

Students are eligible to advance within the major when the following requirements have been met:

Code	Title	Credits
<i>Attain Junior standing (56 credits)</i>		
<i>Satisfy Oral and Written Communication requirement (Part A) by obtaining a grade of 'C' or better</i>		
ENGLISH 102	College Writing and Research	
Or obtain a high enough score on the English Placement Test or other appropriate test, as determined by the English Department.		
<i>Satisfy Quantitative Literacy requirement (Part A) by obtaining a grade of 'C' or better</i>		
MATH 105 or MATH 108	Introduction to College Algebra Algebraic Literacy II	
Or place high enough on the Math Placement Test or other appropriate test, as determined by the Mathematical Sciences Department.		
<i>Complete the Business Foundation Courses</i>		
With a cumulative GPA of 2.25 or above		
<i>Achieve a cumulative GPA of 2.50 or higher</i>		
Obtain a cumulative GPA (including transfer work) equal to or higher than the standard established by the Lubar College of Business		

Achieve a cumulative UWM GPA of 2.00 or higher

Students who have a 2.50 cumulative grade point average or higher, including at least a 2.00 UWM cumulative grade point average, are guaranteed advancement to major.

Lubar College of Business General Education Requirements

Code	Title	Credits
Oral and Written Communication		
ENGLISH 102	College Writing and Research (or equivalent) ¹	
ENGLISH 205	Business Writing	3
Quantitative Literacy		
Select one of the following (QL-A):		
MATH 105	Introduction to College Algebra ¹	
MATH 108	Algebraic Literacy II ¹	
Or equivalent course		
Select one of the following (QL-B):		
MATH 208	Quantitative Models for Business	
MATH 211	Survey in Calculus and Analytic Geometry I	
Or equivalent course		
Arts		
Select 3 credits		3
Humanities		
Select 6 credits ²		6
Social Sciences		
Select 6 credits ³		6
Natural Sciences		
Select 6 credits (At least two courses including one lab) ⁴		6
UWM Foreign Language Requirement		
Complete Foreign Language Requirement through: ¹		
Two years (high school) of a single foreign language		
Two semesters (college) of a single foreign language		
Or equivalent		
UWM Cultural Diversity Requirement		
One course from the Arts, Humanities, or Social Sciences must also satisfy UWM's Cultural Diversity requirement		
Total Credits		24

¹ Credit earned for 100-level English and Math courses, as well as college credit earned for Foreign Languages, is counted towards General Electives.

² Excluding COMMUN 103 if used to satisfy a Foundation course requirement.

³ Excluding COMMUN 105 if used to satisfy a Foundation course requirement. Only one 100- or 200-level economics course can be used to satisfy the Social Science requirement (excluding ECON 103 and ECON 104).

⁴ Excluding MATH 211, MATH 221, or MATH 231.

Business Foundation Courses

Complete with a cumulative grade point average of 2.25 or higher.

Code	Title	Credits
ECON 103	Principles of Microeconomics	3
ECON 104	Principles of Macroeconomics	3
BUS ADM 201	Introduction to Financial Accounting ¹	4
BUS ADM 230	Introduction to Information Technology Management ²	4
MATH 208 or MATH 211	Quantitative Models for Business ³ Survey in Calculus and Analytic Geometry I	4
COMMUN 103 or COMMUN 105	Public Speaking Business and Professional Communication	3
Total Credits		21

¹ A grade of "B" or better in BUS ADM 201 is required for Accounting majors. Students in the Business Scholars Program (<https://catalog.uwm.edu/business/businessscholars/>) or who are interested in joining the program should enroll in the equivalent BUS ADM 207 course.

² A grade of "C" or better in BUS ADM 230 is required for Information Technology Management majors. Students in the Business Scholars Program (<https://catalog.uwm.edu/business/businessscholars/>) should enroll in the equivalent BUS ADM 231 course.

³ Or equivalent to MATH 208 or MATH 211.

Business Core Courses

Code	Title	Credits
BUS ADM 202	Managerial Accounting	3
BUS ADM 210	Statistical Modeling in Business Analytics (Business Scholars course option) ¹	4
BUS ADM 300	Career and Professional Development	1
BUS ADM 330	Organizations ²	3
BUS ADM 350	Principles of Finance ³	3
BUS ADM 360	Principles of Marketing ⁴	3
BUS ADM 370	Introduction to Supply Chain Management ⁵	3
BUS ADM 391	Business Law I	3
BUS ADM 600	Management Analysis	3
<i>International Business Component</i>		
Complete one of the following:		3
BUS ADM 456	International Financial Management	
BUS ADM 465	International Marketing	
BUS ADM 496	International Business	
BUS ADM 498	Study Abroad: Business Topics:	
BUS ADM 535	Global Information Technology Management	
BUS ADM 541	Cross-Cultural Management	
BUS ADM 551	International Investments	
Total Credits		29

¹ Students in the Business Scholars Program should enroll in the equivalent BUS ADM 211 course.

² Students in the Business Scholars Program should consider the equivalent BUS ADM 331 course.

³ A grade of "C" or better is required for Finance majors. Students in the Business Scholars Program should consider the equivalent BUS ADM 351 course.

⁴ Students in the Business Scholars Program should consider the equivalent BUS ADM 361 course.

⁵ Students in the Business Scholars Program should consider the equivalent BUS ADM 371 course.

Marketing Major Requirements

Code	Title	Credits
Required Courses		9
BUS ADM 461	Consumer Behavior	
BUS ADM 462	Marketing Research	
BUS ADM 463	Marketing Management	
Major Electives		12
Choose four courses from the list below:		
BUS ADM 447	Entrepreneurship	
BUS ADM 460	Retail Management	
BUS ADM 464	Management of Promotion	
BUS ADM 465	International Marketing ¹	
BUS ADM 466	Business to Business Sales and Marketing	
BUS ADM 467	Marketing Seminar: (subtitle)	
BUS ADM 468	Internet Marketing	
BUS ADM 469	Marketing Professional Internship	
Total Credits		21

¹ If BUS ADM 465 is selected as the International Business area course, students must choose a different marketing elective to complete the major.

Business Electives

A business elective is any course with Bus Adm as the subject. The course cannot be one a student has already taken as part of the foundation, core, or major coursework. Students often use business electives to complete a double major or certificate.

Code	Title	Credits
Select 12 credits in the Lubar College of Business. May include 300-level Bus Adm internship courses, additional Bus Adm courses in the major, business courses outside of the major, and/or Bus Adm courses used in the completion of a second Business major or Business Certificate program.		12
Total Credits		12

General Electives

Code	Title	Credits
Credits towards the degree not counted in other categories will apply to General Electives. Classes counting towards General Electives may include, but are not limited to:		13
ENGLISH 101	Introduction to College Writing	
ENGLISH 102	College Writing and Research	
MATH 105	Introduction to College Algebra	
MATH 108	Algebraic Literacy II	

Foreign Language credits

Total Credits

13

Degree Completion Requirements

Credits

A minimum of 120 credits is required for graduation for all majors. At least 50% of the business credit hours required for the business degree must be completed at UWM.

Grade Point Average

Students are required to earn at least a 2.25 overall GPA to graduate. Non-accounting majors are required to earn a minimum 2.25 GPA in all business and economics courses, as well as a 2.25 GPA in all business and economics courses completed at UWM, to graduate.

Accounting majors must have earned a 2.5 GPA for all business and economics courses completed (including transfer credits), as well as a 2.5 GPA in all business and economics courses completed at UWM, to graduate.

Residence Requirements

A minimum of 12 credits must be completed in residence at UWM in each Business Administration major.

Students must earn their last 30 credits at UWM. BBA degree and major requirements must be completed within 10 years of initial enrollment at UW-Milwaukee. Should students not complete the degree and major within the 10-year time frame, the students will switch to the most current degree and major requirements. A new 10-year time frame would then begin.

Post-Baccalaureate Options

The above requirements refer to the full requirements of an initial bachelors degree only. Requirements of a second undergraduate degree are listed on the Lubar College's Policies and Regulations (<https://catalog.uwm.edu/business/#policiesandregulationstext>). The Accounting major may not be completed as a second undergraduate degree or as a post-baccalaureate major/Certificate of Major. The General Business Major may not be completed as a post-baccalaureate major/Certificate of Major.

Multiple Majors

Students interested in completing a double major with another UWM program or within Business should meet with an academic advisor to discuss how best to combine their academic plans. Students may double-count up to two major courses between any combination of BBA majors. Accounting majors may also use the BUS ADM 450 requirement towards the Finance or SCOM majors. General Business majors may not select a second major within the Lubar College of Business but may select any number of certificates.

Certificate Option

Students have the option to complete one or more certificates in conjunction with BBA majors. No more than 50% of each certificate's credits may double count towards BBA Core or Major requirements.

Business BBA Learning Outcomes

Students graduating from UWM's Bachelor of Business Administration (BBA) programs will:

- Create novel solutions to a business problem.
- Analyze data to explore alternative solutions.
- Identify the role of technology in supporting decision-making.
- Explain findings, organize ideas, and justify conclusions.
- Produce written documents to communicate their business understanding.
- Possess the skills needed for oral communication.
- Apply the basic concepts and principles of their business discipline.
- Recognize an ethical dilemma, relevant stakeholders, and potential consequences.
- Identify and analyze the legal issues that impact a business decision.
- Summarize cultural issues that impact a business decision.
- Summarize global issues that impact a business decision.

Advising

For information on Academic Advising for undergraduate business majors, see Undergraduate Student Services. (<https://uwm.edu/business/students/current/undergraduate/advising-undergraduate/>) All students should meet with an academic advisor at least once a semester.

Career Services

The Lubar College of Business also features a dedicated Career Services Center (<https://uwm.edu/business/students/career/undergraduate-career-advising/>) for its students. Internship positions and job requests are posted on a special bulletin board, which is maintained by the College as a service to students and to businesses that have specifically requested UWM business students to fill positions. Career Advisors can help students post their resume and search for jobs using UWM's jobs board on Handshake. The Career Services Center also provides a resume referral service. Potential employers may request resumes by functional area or by special interests within functional areas. Online national job searches and an alumni placement service are other services offered.

Accelerated Program Option

This program is offered as part of an accelerated graduate program. For more information, see Accelerated Graduate Degrees (<https://catalog.uwm.edu/opportunities-resources/accelerated-graduate-degrees/>).

Honors in the Lubar College of Business

Beta Gamma Sigma (<https://uwm.edu/business/students/current/undergraduate/organizations/>) is the national scholastic honor society in the field of business. Election to membership is available to both undergraduate and graduate students in business. Each semester, students are invited to join Beta Gamma Sigma. Selection is based upon outstanding scholastic achievement.

See also information on the Business Scholars Program (<https://catalog.uwm.edu/business/businessscholars/>).

Dean's Honor List

Students who earn a GPA of 3.500 or above on 12 or more graded credits in a given semester are placed on the Dean's Honor List.

Honors College Degree and Honors College Degree with Distinction

Granted to graduating seniors who complete Honors College requirements, as listed in the Honors College (<https://catalog.uwm.edu/honors-college/>) section of this site.

Commencement Honors

Students with a cumulative GPA of 3.500 or above, based on a minimum of 40 graded UWM credits earned prior to the final semester, will receive all-university commencement honors and be awarded the traditional gold cord at the December or May Honors Convocation. Please note that for honors calculation, the GPA is **not** rounded and is truncated at the third decimal (e.g., 3.499).

Final Honors

Earned on a minimum of 60 graded UWM credits: Cum Laude - 3.500 or above; Magna Cum Laude - 3.650 or above; Summa Cum Laude - 3.800 or above.