



MARKETING

UW-EAU CLAIRE UNDERGRADUATE FACT SHEET

The UW-Eau Claire marketing program provides you with the marketing and general business knowledge you need to compete in today's job market. The program also helps you develop communication, interpersonal, technical and critical thinking skills, which are highly valued by organizations seeking to employ marketers.

WHY STUDY MARKETING?

- **In demand.** Employment for marketers is expected to increase much faster than average through the year 2006. (Source: Bureau of Labor and Business Statistics.)
- **Well paid.** The annual salary range for an entry-level marketing trainee with a bachelor's degree is \$32,500 -43,000. (Source: Summer 2005 Salary Survey, National Association of Colleges & Employers.)
- **Independence.** Marketers, especially those in sales, often set their own work schedules. Some sales people work out of their own homes.
- **Potential for advancement.** A background in sales and marketing gives you the skills and knowledge you need to manage a competitive, customer-driven department or organization.

THE EAU CLAIRE ADVANTAGE

- The College of Business is accredited by AACSB International, the premiere international accrediting agency for business schools.
- Outstanding faculty with a variety of business and industry experience.
- Strong Business Internship program.
- Ninety-seven percent of our 2003-04 marketing graduates reported they were employed or continuing

their education (based on a 74 percent response rate), according to the UW-Eau Claire Career Employment Survey.

- More than 250 businesses recruit on campus each year.
- Through our International Business Education program, students can study business and economics in eight different countries.
- Students develop leadership skills and learn about the marketing profession through the American Marketing Association.
- Students can add value to their degrees by earning certificates in Communication, Leadership and Technology.
- Eau Claire Marketing students have earned top honors in the National Sales Competition

UW-EAU CLAIRE FACTS AT A GLANCE

- Location: Eau Claire, Wis.; city pop. 64,000, metro. pop. 151,000
- Average enrollment: 10,500
- Undergraduates: 10,063
- Graduate students: 503
- International students: 124
- Multicultural students: 485
- Average men-women ratio: 2-to-3
- Students who spend at least a semester studying abroad: 24%
- Students doing undergraduate research with faculty/staff: 710+
- ACT composite average: 24+
- Average high school rank: 77%
- Average class size: 28
- Faculty-student ratio: 1-to-20
- Computers-student ratio: 1-to-9
- Student organizations: 224
- Walk across campus: About 10 minutes
- Nickname: Blugolds
- Colors: Navy and old gold

CAREER OPTIONS

- Salesperson, sales manager
- Brand manager
- Advertising account executive
- Stockbroker
- Retail manager
- Logistics manager
- Purchaser/buyer
- Vice president-marketing

UNDERGRADUATE PROGRAMS

The UW-Eau Claire College of Business offers the following programs in marketing:

Major

- Marketing (comprehensive major; requires no minor)

Areas of concentration

- General Marketing, Professional Sales

Minor

- Marketing

Special department admissions requirements

You must be formally admitted to the College of Business before you can take junior and senior level marketing and business courses. Most students apply for admission at the end of their sophomore year. Check the university course catalogue for College of Business admission requirements.

HIGH SCHOOL PREPARATION

- Be comfortable using a personal computer and have some knowledge of word processing, spreadsheet, graphics and data management software.
- Participate in activities that give you teamwork and leadership experiences.
- Enroll in courses and/or participate in activities that develop your oral and written communication skills.

- Participate in organizations and/or work experiences that let you experience how a business operates.
- All students who enroll at UW-Eau Claire are required to have a minimum of 17 college preparatory units including:
 - 4 years of English (at least 3 composition and literature)
 - 2 years of a single foreign language
 - 3 years of math (algebra, geometry, 1 advanced college preparatory math)
 - 3 years of natural science
 - 3 years of social science (1 must be world or American history)
 - 2 additional units in the areas already mentioned or other academic areas

FRESHMAN COURSE WORK

Sample First Year

Most students take 30 credits (15 credits each semester) their freshman year. Many marketing students take the following courses during their first year:

- English Composition
- Principles of Microeconomics and Macroeconomics
- Short Course in Calculus
- Statistics
- Introduction to Psychology or Sociology
- Physical Education/Wellness
- General education electives

FOR MORE INFORMATION

For more information about UW-Eau Claire's programs in marketing, contact:

MANAGEMENT AND MARKETING

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For more information about campus including costs, housing, admission requirements and tours:

ADMISSIONS

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Experience the Eau Claire Advantage.