About the major:
Marketing focuses on building customer relationships. It is a process that begins with discovering unmet customer needs and continues with researching the potential market; producing a good or service that satisfies targeted consumers; and promoting, pricing and distributing that good or service. All organizations, profit-oriented and not-for-profit, engage in marketing activities because all organizations must serve customer needs to succeed. Careers in marketing include: advertising account executive, purchasing agent/retail buyer, salesperson, sales manager, brand or product manager, retail store manager, stockbroker, and logistics manager.

Majors:
- Marketing (Comprehensive Major)
  - General Marketing
  - Marketing Analytics
  - Professional Sales

Minor:
- Marketing

Required GE or University courses:
General Education (GE) classes should be taken throughout a student's undergraduate program. This will add some variety to the course load in the junior and senior years when most of the business administration and business classes will be taken.

Students should refer to the General Education and College of Business Proficiency Requirements table in the College of Business section of the University Catalog.

Category IA: CJ 202

Category IB: Math 111 or its equivalent; Math 246

Category II: (9 to 12 credits) Students must complete either: two courses from List A, or one course from List A and one course from List B. If a third course is needed, any GE-II course can be used. List A and B can be found in the catalog.

Category III: (9 to 12 credits) ECON 103 and 104 are required as part of the College of Business admission requirements. Students must select a third GE III course from the approved list in the catalog.

Category IV: (minimum 9 credits) No specific courses are required. Students are required to complete courses in two of the five subcategories.

University Requirements: Foreign Language/Culture, Cultural Diversity, Wellness Theory, and Physical Activity. See catalog for specific details.

Helpful Tips:
- American Marketing Association (AMA) is a student-run professional business organization that offers students the opportunity to learn necessary skills and leadership to prepare for a future in the business world.

- Pi Sigma Epsilon (PSE) is the only sales, marketing, and management fraternity in the United States and has actively been preparing students for opportunities they will later face in their business careers.

- Internships are available and highly encouraged. Internship credits can be earned after admission to the College of Business.

- Business Essentials courses (BSAD 100 – 195) cannot be counted toward any major or minor in the College of Business.
Admission:
College of Business admission criteria: To be eligible for admission, the student must meet all of the following criteria:

- Complete the following five courses with at least a 2.2 Grade Point Average (GPA): ACCT 201, ACCT 202, ECON 103, ECON 104, IS 240.
- Present a 2.6 or higher GPA in all undergraduate work completed prior to admission.
  - Transfer students must have at least a 2.0 GPA on all UW-Eau Claire coursework they have completed.
- Complete 54 credits.
- All College of Business majors are required to complete the Student Professional Development Program, a series of four workshops. All workshops must be completed prior to College of Business admission.
  - [http://www.uwec.edu/COB/undergraduate/SPDP/index.htm](http://www.uwec.edu/COB/undergraduate/SPDP/index.htm)

The Student Professional Development Program is a series of non-credit workshops designed to give business students the skills they need to present themselves in a professional manner throughout their career.

The workshops are a graduation requirement for all College of Business Majors. Students are required to take all four workshops prior to applying for admission to the College of Business. Multiple workshops will be offered in the fall and spring semesters.

For questions about the Student Professional Development program, email spdp@uwec.edu.

College of Business Laptop Initiative:
Students in certain business classes must provide their own laptop when one is required for in-class use. This includes IS 240.

Courses Not Recommended for the First Semester Freshman Year:
ACCT 201 nor IS 240.

Contact information:
Dr. Kristy Lauver, Department Chair
Schneider Social Science 400E
(715) 836-3677

http://www.uwec.edu/COB/departments/managementmarketing/index.htm

UW-Eau Claire respects individual differences.

This guide complements rather than substitutes for individual advising.

For instructions to declare this major:
[www.uwec.edu/Registrar/student/chgofmajor/index.htm](http://www.uwec.edu/Registrar/student/chgofmajor/index.htm)