Majors

Comprehensive majors (no minor required)
- Marketing
- Marketing - Marketing Analytics
- Marketing - Professional Sales

Minor
- Marketing

Where you'll find our grads
- Entertainment/Promotions Coordinator, Treasure Island, Red Wing, MN
- Research Analyst, Life Time Fitness, Eden Prairie, MN
- Sales Representative, Metro Sales, Minneapolis, MN
- Account Executive, Ameriquest Mortgage, West Allis, WI
- Marketing Associate, YMCA, St. Paul, MN

Prepared for Success

Our marketing students benefit from technologically sophisticated learning environments. Our facilities host an array of web-based, enterprise-wide and business-focused software and databases. We are one of the few programs nationwide in which students use Nielsen’s proprietary software and research database in class. Our goal is to integrate technology throughout the curriculum and help you become a competitive, fast technology learner.

Students get the most from their College of Business experience through the resources offered by our nationally recognized Center for Advising, Development and Enrichment (CADE). CADE professionals also lead students through the Student Professional Development Program, a graduation requirement for all business majors that prepares them to present themselves in a professional manner throughout their career.

Typical positions held by marketing graduates include sales manager, brand manager, advertising account executive, stockbroker, retail manager, logistics manager and purchaser/buyer.

Why UW-Eau Claire

Rankings / Reputation / Well-funded programs

Our sales program has been cited as a top university sales education program by the Sales Education Foundation. We are one of 74 sales programs in the U.S. and Europe to receive this recognition. Marketing and professional sales students test their skills at regional and national collegiate competitions, and we are host to the Great Northwoods Sales Warm-Up, a competition that attracts students from across the U.S. Our sales team won the 2014 National Collegiate Sales Competition.

Our outstanding faculty are proud of the individual attention they provide our students. Marketing faculty are frequent recipients of UW-Eau Claire faculty awards. They regularly consult and work with an active industry advisory board, ensuring teaching curriculum is current with industry needs.

Accreditation

Our business programs are accredited by The Association to Advance Collegiate Schools of Business (AACSB International), a mark of quality achieved by fewer than 5 percent of all business schools in the world.

Hands-On Experience

Through course work, service-learning activities, faculty-student research and/or internships, every marketing student has the opportunity to develop and conduct hands-on marketing projects for local nonprofits and area businesses. Many also hone sales skills by selling actual products.
Marketing (continued)

and services.

**Study Abroad**

We have a strong business internship program. Our students also can study business and economics abroad with programs available in 19 different countries.

**Suggested Freshman Curriculum**

- University writing requirement—depending on placement exam.
- Principles of microeconomics and macroeconomics
- Short course in calculus
- Statistics
- Introduction to psychology or sociology
- Physical education/wellness
- General education electives

**Special Admission Guidelines**

You must be formally admitted to the College of Business before you can take junior and senior level management and business courses. Most students apply for admission at the end of their sophomore year. See College of Business admission requirements on the department website.