

BACHELOR OF BUSINESS ADMINISTRATION IN INTEGRATED MARKETING

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Bachelor of Business Administration in Integrated Marketing

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Backed by an institution with more than 150 years of educational excellence, our faculty of experts can help you launch a successful business career.

You'll build knowledge from core business administration courses such as Business Management, Human Resource Management, Introduction to Marketing, and more.

ADMISSION GUIDELINES ([HTTPS://WWW.UWPLATT.EDU/PROGRAM/BACHELOR-BUSINESS-ADMINISTRATION-INTEGRATED-MARKETING/](https://www.uwplatt.edu/program/bachelor-business-administration-integrated-marketing/))

FIRST-TIME FRESHMAN

We're looking for students who meet these admission requirements:

High school / GED completion: Graduate of a recognized high school and have completed high school coursework required by the University of Wisconsin-Platteville at the time of graduation or have a general equivalency diploma (HSED/GED) with the required scores from the appropriate state Department of Public Instruction or its equivalent.

College preparatory coursework successfully completed¹

| Subject | Units |
|------------------------------------------------------------------------------------------------------------------|-------|
| English | 4 |
| Mathematics (Algebra or higher) | 3 |
| Social Science | 3 |
| Natural Science (2 must include lab experience) | 3 |
| Courses from above academic areas, foreign language, fine arts, computer science, or courses in vocational areas | 4 |

Rank / ACT Score: Top 50 percent of graduating class or ACT composite of 22 (1110 SAT score). Currently, the writing component for each exam is not required. **This requirement is waived for prospective students age 22 and over.**²

¹ The requirements listed are for the current catalog year. Admission requirements will vary based on the year the applicant graduated from high school.

² **NOTE: Test-optional Policy**

As of May 7, 2020 new freshmen applicants may select to be test-optional for their admission review.

- The **test-optional policy** is in place for applicants seeking admission for fall 2020 through summer 2022 terms. If you would like to learn more about having your application reviewed as test optional, please contact disted@uwplatt.edu.
- For students that choose to forgo the use of a test score as a part of their admission review, additional focus will be placed on the high school grade point average and course rigor throughout the high school record.
- For students choosing to include test scores in the admission process, high school students are advised to take the ACT or SAT in the spring of their junior year and have the official results sent to the Office of Admission. Unofficial ACT/SAT scores and high school transcripts are accepted for admission consideration. Official scores and transcripts are required prior to advising/registration.

HOME-SCHOOLED STUDENTS

To be considered for admission, home-schooled students must provide official transcripts from school(s) attended, a transcript of courses taken at home, and grades signed by the individual providing the education verifying the curriculum, an official ACT or SAT score, and any other information related to the student's education.

Courses taken in the home-school curriculum would be considered for admission purposes only. No credit will be given for university degree requirements unless one of the following applies:

- High school courses are completed through an accredited high school, college, or university.
- The student successfully passes and completes a recognized exam program (i.e., CLEP).

If you do not meet the traditional admission requirements at the time of your graduation from high school, you may be considered for admission on an individual basis.

TRANSFER AND RE-ENTRY STUDENTS

Transfer students who apply for admission must have a minimum cumulative GPA of 2.0, plus good standing at the university most recently attended. If the GPA is less than 2.0, you will be considered for admission if more than five years have elapsed since the last attended school or two years if the last school you attended was UW-Platteville. You may petition in writing for an exception to the required five-year lapse of time. If you were on probation at the last institution that you attended, five years must have elapsed since the probationary status or two years if the last school you attended was UW-Platteville.

INTERNATIONAL STUDENTS

Demonstrate proficiency in English by taking the Test of English as a Foreign Language (TOEFL® Test) and providing your score to the Center for Distance Learning. A minimum score of 64 for the internet-based TOEFL is required of all international students whose native language is not English. If you have taken the TOEFL, you must request official evidence be sent from the testing agency directly to the Center for Distance Learning, indicating the date on which you took the examination and your score.

You may be excused from taking the TOEFL if you have demonstrated competence in English through courses taken at such institutions and have earned grades of B or higher in English composition courses and speech or two English composition courses. As an alternative, you may submit scores from the International English Language Testing System (IELTS). You must have a band-level score of 5.5 or higher.

| Sub-score Minimum | TOEFL iBT (internet-based) | IELTS |
|-------------------------|----------------------------|------------|
| Reading | 15 | 5.0 |
| Listening | 15 | 5.0 |
| Speaking | 17 | 5.0 |
| Writing | <u>17</u> | <u>5.0</u> |
| Total Composite Minimum | 64 | 5.5 |

SPECIAL STUDENTS

You can enroll as a Special Student for single course enrollment. You may enroll in a single course rather than a full degree for personal enrichment, to apply toward a certificate, if you plan on transferring the course to another institution, or if you want to start a course(s) while the admission process is completed.

As a special student you

- Can enroll in a maximum of 12 credits.
- Must meet prerequisites for courses. You may be asked to provide an unofficial transcript to show prerequisites.
- Are not obligated to follow specific degree requirements.
- Are not eligible for financial aid.
- May be admitted to a degree program after completing the admission process and any in-progress coursework. Check program requirements for more information.

To enroll for a single undergraduate course, review the complete list of online and print-based course offerings (<https://www.uwplatt.edu/department/center-distance-learning/course-offerings-all-undergraduate/>) and complete the [Special Student Application \(https://apply.wisconsin.edu/\)](https://apply.wisconsin.edu/).

CURRICULUM

| Course | Title | Credits |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---------|
| General Requirements | | |
| On-Campus General Education (http://catalog.uwplatt.edu/undergraduate/degree-requirements/bachelor-of-science-degree-core-curriculum/) | | 40-53 |
| Online General Education Requirements (http://catalog.uwplatt.edu/undergraduate-distance-learning/bachelor-degree-requirements/) | | |
| Core Requirements ^{1, 2} | | |
| BUSADMIN 1300 | Global Business | 3 |
| BUSADMIN 2330 | Leadership and Management | 3 |
| BUSADMIN 2100 | Supply Chain Management | 3 |
| SPEECH 1010 | Oral Communication for Professionals | 2 |
| BUSADMIN 1810 | Microsoft Excel for Business | 1 |
| BUSADMIN 3010 | Business Communication | 3 |
| BUSADMIN 2630 | Introduction to Marketing | 3 |
| ACCTING 2010 | Financial Accounting | 3 |
| BUSADMIN 2340 or MATH 1830 | Business Analytics Elementary Statistics | 3 |

| | | |
|----------------------------------|-----------------------------------------------------------|---------|
| ACCTING 2020 | Management Accounting | 3 |
| ECONOMIC 2130 | Principles of Macroeconomics | 3 |
| MATH 1730 | Mathematics of Finance (or higher, excluding MATH 1830) | 3 |
| ECONOMIC 2230 | Principles of Microeconomics | 3 |
| PHLSPHY 2550 | Business Ethics | 3 |
| BUSADMIN 3010 | Business Communication | 3 |
| BUSADMIN 3030 | Human Resource Management | 3 |
| BUSADMIN 3130 | The Legal Environment of Business | 3 |
| BUSADMIN 3530 | Organizational Behavior | 3 |
| BUSADMIN 3620 | Corporate Finance | 3 |
| BUSADMIN 4840 | Strategic Management | 3 |
| BUSADMIN 4990 or ACCTING 4990 | Internship or Applied Professional Capstone Internship | 1-8 |
| Total Credits | | 100-113 |

| Course | Title | Credits |
|--------------------------------|---------------------------------------------|-----------|
| Marketing Required Core | | |
| BUSADMIN 3240 | E-Commerce and E-Marketing in Today's World | 3 |
| BUSADMIN 3740 | Consumer Behavior | 3 |
| BUSADMIN 4630 | Marketing Management | 3 |
| Marketing Electives | | 12 |
| MEDIA 2230 | Digital Media Technologies | |
| BUSADMIN 3110 | Strategic Promotions Management | |
| BUSADMIN 3630 | Advertising | |
| BUSADMIN 3700 | Marketing Research | |
| BUSADMIN 3720 | International Marketing | |
| BUSADMIN 4150 | e-Marketing Applications | |
| Total Credits | | 21 |

¹ Students must complete 42 credits at the 3000 or 4000 level.

² Students must earn an overall GPA of 2.50 or higher for courses identified in the BBA core, marketing required courses, and marketing electives.