

# INTEGRATED MARKETING MAJOR, B.B.A.

Course	Title	Credits
<b>General Requirements</b>		
General Education ( <a href="http://catalog.uwplatt.edu/undergraduate/degree-requirements/bachelor-of-science-degree-core-curriculum/">http://catalog.uwplatt.edu/undergraduate/degree-requirements/bachelor-of-science-degree-core-curriculum/</a> )		40-53
<b>Core Requirements</b> <sup>1,2</sup>		
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 2010	Business Communication	3
BUSADMIN 2630	Introduction to Marketing	3
ACCTING 2010	Financial Accounting	3
BUSADMIN 2340	Business Analytics	3
ACCTING 2020	Management Accounting	3
ECONOMIC 2130	Principles of Macroeconomics	3
ECONOMIC 2230	Principles of Microeconomics	3
MATH 1830	Elementary Statistics	3
PHLSPHY 2550	Business Ethics	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
<b>Total Credits</b>		<b>97-110</b>

Course	Title	Credits
<b>Marketing Required Core</b>		
BUSADMIN 3240	E-Commerce and E-Marketing in Today's World	3
BUSADMIN 3740	Consumer Behavior	3
BUSADMIN 4630	Marketing Management	3
<b>Marketing Electives</b>		<b>12</b>
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	
<b>Total Credits</b>		<b>21</b>

<sup>1</sup> Students must complete 42 credits at the 3000 or 4000 level.

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