

MARKETING MAJOR, B.B.A., FOUR-YEAR PLAN

Below is a sample degree plan that can be used as a guide to identify courses required to fulfill the major and other requirements needed for degree completion. The following is only an example and represents a possible course sequence for first-year students entering UW-Platteville in the fall term. The major requirements do not add up to the 120 credits needed for graduation. See your advisor for additional guidance. A student's actual degree plan may differ depending on the course of study selected (emphasis, second major, minor, etc.), placement scores, and incoming credits (transfer, AP, etc.). Students should consult their program advisor(s) to ensure that they have the most accurate and up-to-date information available about a particular four-year degree option.

This sample plan assumes readiness for each course and/or major plan. Some courses may not be offered every term. Courses may not be available at all campuses and/or in all modalities (i.e., in person, online, hybrid, etc.).

Students should use the Academic Advisement Report (AAR) in PASS and work closely with their advisor(s) to ensure completion of all requirements in a timely manner.

Efficient progression through the major and general education results in 107 credits. Most students will pursue a minor in an additional area to reach the 120 credit requirement to graduate.

BUSADMIN 4990 (Internship) is required (3 credit minimum), typically at the end of Junior year.

Bachelor of Business Administration students who have not maintained a "C" or higher average in one year (2 semesters) of high school world language course must complete a minimum of one semester in a university-level world language with a grade of "C" or better.

	Year 1
First Semester Credits	
BUSADMIN 1300	3
BUSADMIN 2330	3
BUSADMIN 2630	3
PSYCHLGY 1130	3
ENGLISH 1130	3
	15

Total Credits: 15

	Year 1
Second Semester Credits	
BUSADMIN 2110	3
BUSADMIN 2100	3
MATH 1830	3
SPEECH 1060	3
ENGLISH 1230	3
	15

Total Credits: 15

	Year 2
First Semester Credits	
ACCTING 2010	3
ECONOMIC 2130	3
PHLSPHY 2550	3
BUSADMIN 2010	3
HHP 1000	1
Minor Elective	3
	16

Total Credits: 16

	Year 2
Second Semester Credits	
ACCTING 2020	3
BUSADMIN 2340	3
BUSADMIN 3030	3
ECONOMIC 2230	3
Historical Perspectives General Education Course	3
	15
Total Credits: 15	

	Year 3
First Semester Credits	
BUSADMIN 3130	3
BUSADMIN 3530	3
BUSADMIN 3240	3
BUSADMIN 3740	3
HHP Activity General Education Course	1
Minor Elective	3
	16
Total Credits: 16	

	Year 3
Second Semester Credits	
Advanced Marketing Elective	3
Advanced Marketing Elective	3
BUSADMIN 3620	3
BUSADMIN 3340	3
Minor Elective	3
	15
Total Credits: 15	

	Year 4
First Semester Credits	
Advanced Marketing Elective	3
Advanced Marketing Elective	3
Natural Science General Education Course	4-5
Minor Elective	3
Minor Elective	3
	16-17
Total Credits: 16-17	

	Year 4
Second Semester Credits	
BUSADMIN 4630	3
BUSADMIN 4840	3
Natural Science General Education Course	4-5
Minor Elective	3
Fine Arts General Education Course	3
	16-17
Total Credits: 16-17	