

**SAMPLE COURSE PLAN FOR  
MARKETING MAJOR  
BACHELOR OF BUSINESS ADMINISTRATION DEGREE**

**FIRST YEAR**

FIRST SEMESTER			SECOND SEMESTER		
Subj/Course	Title	Credits	Subj/Course	Title	Credits
BUS 198	Introduction to Business	3	MATH 206	Math for Business Analysis II	4
MATH 204	Math for Business Analysis I	4	ECON 204	Principles of Macroeconomics (SS)	3
GEN ED	Composition/WBIS	3	GEN ED	Communication 111	3
GEN ED	(SS) Social Science-Choice	3	GEN ED	(NS) Natural Science	4
GEN ED	Physical Education 105	2			
<b>TOTAL</b>		<b>15</b>	<b>TOTAL</b>		<b>14</b>

**SECOND YEAR**

FIRST SEMESTER			SECOND SEMESTER		
Subj/Course	Title	Credits	Subj/Course	Title	Credits
BUS 204	Financial and Managerial Accounting	4	ECON 210	Economic and Business Statistics	3
ECON 206	Principles of Microeconomics (SS)	3	BUS 311	Essentials of Information Systems	2
GEN ED	(HU) Humanities - Choice	3	BUS 351	Essentials of Organizational Behavior	2
GEN ED	(NW) Non-Western Culture	3	BUS 384	Professional Skills in Business	1
GEN ED	(ES) Ethnic Studies	3	GEN ED	(HU) Humanities- (second area)	3
			GEN ED	(NS) Natural Science	4
<b>TOTAL</b>		<b>16</b>	<b>TOTAL</b>		<b>15</b>

**THIRD YEAR**

FIRST SEMESTER			SECOND SEMESTER		
Subj/Course	Title	Credits	Subj/Course	Title	Credits
BUS 371	Essentials of Marketing	2	BUS 374	Marketing Research	3
BUS 389	Quantitative Business Analysis	2	BUS 377	Consumer Behavior	3
BUS Core	(see list below) #	2	BUS 379	Selling and Sales Management	3
BUS Core	(see list below) #	2	BUS Core	(see list below) #	2
ENG 309	Advanced Composition for Business	3	BUS Core	(see list below) #	2
GEN ED	(HU) Humanities - Choice	3		Non-business/non-econ choice	3
<b>TOTAL</b>		<b>14</b>	<b>TOTAL</b>		<b>16</b>

**FOURTH YEAR**

FIRST SEMESTER			SECOND SEMESTER		
Subj/Course	Title	Credits	Subj/Course	Title	Credits
BUS xxx	Marketing elective (see list below) ##	3	BUS 473	Marketing Strategy	3
BUS xxx	Marketing elective (see list below) ##	3	BUS xxx	Marketing elective (see list below) ##	3
	Global Knowledge Requirement	3	BUS 477	Business Growth and Development (satisfies Culminating Experience req.)	3
	Non-business/non-econ choice	3		Elective	3
	Elective	3		Elective	3
BUS 492	Business Administration Internship	0			
<b>TOTAL</b>		<b>15</b>	<b>TOTAL</b>		<b>15</b>

# BUS Core = BUS 320 (Essentials of Law), BUS 331 (Essentials of Finance), BUS 341 (Essentials of Operations Management), BUS 361 (Essentials of Human Resource Management)

## Marketing electives= BUS 372 (Retail Management), BUS 373 (Physical Distribution Management), BUS 375 (International Marketing), BUS 376 (Advertising and Sales Promotion), BUS 463 (Internet Marketing)

This is a sample schedule that is not intended to substitute for academic advising. For information about other options, students are strongly urged to consult with an academic advisor.

\*A minimum of 120 credits are required to earn a Bachelor's degree at UW Oshkosh.

\*This course plan assumes no remedial course work is required

\*This course plan assumes student meets all course prerequisites and program requirements to progress in the major (ie: GPA, etc.)

\*Students are strongly urged to consult with an academic advisor to learn about non-course requirements (ie: portfolios, tests, internships, etc.)