

Marketing with a Sales Certificate

College of Business, Economics, and Computing

Credit Hours: 120 hours minimum Total - 67 credits for Major

Declaring the Major: Plan Declaration form may be submitted anytime to the department.

Concentrations: No

Evening Classes Available: Yes

UNIVERSITY OF WISCONSIN

PARKSIDE

First Year

Semester 1

Course	Credits	Course Notes	Category	Major GPA	Fall	Winter	Spring	Summer	Min. Grade	Grade	Complete
ENGL 101: Composition and Reading	3	Reading and Writing Requirement	SK		●		●		C-		
MATH 111: College Algebra I	4	Computational Requirement	SK		●		●		C-		
Gen Ed (HU): Humanities and Fine Arts	3		GE		●		●				
Gen Ed (SS): Social & Behavioral Science	3		GE		●		●				
Gen Ed (NS): Natural Science	3		GE		●		●				

Total Credits: 16

Semester 2

MATH 112: College Algebra II	4	Prerequisite : MATH 111	PC		●		●		C		
SPCH 105: Public Speaking	3		GE/ PC		●		●		C		
ECON 120: Principles of Microeconomics	3	Prerequisite : MATH 111	GE/ PC		●		●		C		
Gen Ed (NS): Natural Science	3	Recommend CSCI 105 Introduction to Computers	GE		●		●				
Gen Ed (HU): Humanities and Fine Arts	3		GE		●		●				

Total Credits: 16

First Year Credit Total 32

WINTERIM YEAR 1 - OPTIONAL: Consult with your advisor whether winterim is appropriate for you in your first year.

SUMMER YEAR 1 - OPTIONAL: Enrollment in Summer courses is recommended for students who end their first year with less than 30 credit hours.

SK = Skills Requirement, GE = General Education Requirement, PC = Preparation Course

Second Year

Semester 1

Course	Credits	Course Notes	Category	Major GPA	Fall	Winter	Spring	Summer	Min. Grade	Grade	Complete
ENGL 201: Advanced Composition or ENGL 202: Technical Writing or ENGL 204: Writing for Business and Industry	3	Prerequisite: ENGL 101	PC		●		●		C		
BUS 272: Legal Environment of Business	3		PC		●		●		C		
QM 210: Business Statistics I	3	Prerequisite: MATH 112	PC		●		●		C		
Acct 201: Financial Accounting	3	Prerequisite: MATH 111	PC		●		●		C		
Gen Ed (NS): Natural Science	3		GE		●		●				

Total Credits: 15

Semester 2

ACCT 202: Managerial Accounting	3	Prerequisite: ACCT 201, ECON 120, MATH 112, QM 210	PC		●		●		C		
Econ 121: Principles of Macroeconomics	3	Prerequisite: MATH 111	GE/ PC		●		●		C		
QM 310: Business Statistics II	3	Prerequisite: QM 210, MATH 112	PC	●	●		●		C		
Gen Ed (SS): Social & Behavioral Science	3		GE		●		●				
Gen Ed (NS): Natural Science	3		GE		●		●				

Total Credits: 15

Second Year Credit Total 30

WINTERIM YEAR 2 - OPTIONAL: Enrollment in Winterim courses is strongly recommended for students who have accumulated less than 45 credits.
SUMMER YEAR 2 - OPTIONAL: Enrollment in Summer courses is recommended for students who end their second year with less than 60 credit hours.

GE = General Education Requirement, PC = Preparation Course

Third Year

Semester 1											
Course	Credits	Course Notes	Category	Major GPA	Fall	Winter	Spring	Summer	Min. Grade	Grade	Complete
MKT 350: Marketing Principles	3	Prerequisite: ECON 120	BFC	●	●		●				
MGT 349: Organizational Behavior	3	Prerequisite: Junior or Senior Standing	BFC	●	●		●				
FIN 330: Managerial Finance	3	Prerequisites: ACCT 201, QM 210 or MATH 309, ECON 121	BFC	●	●		●				
Gen Ed (HU): Humanities and Fine Arts (DV)	3		GE		●		●				
XXXX: General Elective	3		EL		●		●				
Total Credits: 15											
Semester 2											
MKT 354: Marketing Research	3	Prerequisites: MKT 350, QM 310	MJ	●			●				
MKT 358: Promotions Management	3	Prerequisite: MKT 350	MJ	●			●				
MIS 320: Management Information Systems	3	Prerequisites: ACCT 201	BFC	●	●		●				
QM 319: Operations Management	3	Prerequisites: QM 210, MATH 112	BFC	●	●		●				
XXXX: General Elective	3		EL		●		●				
Total Credits: 15											
Third Year Credit Total 30											

WINTERIM YEAR 3 - OPTIONAL: Enrollment in Winterim courses is strongly recommended for students who have accumulated less than 75 credits.
 SUMMER YEAR 3 - OPTIONAL: Enrollment in Summer courses is recommended for students who end their third year with less than 90 credit hours.

GE = General Education Requirement, MJ = Major Requirement, BFC = Business Foundation Course, EL = Elective

Fourth Year

Semester 1

Course	Credits	Course Notes	Category	Major GPA	Fall	Winter	Spring	Summer	Min. Grade	Grade	Complete
MKT 355: Buyer Behavior	3	Prerequisite: MKT 350	MJ	●	●						
MKT 485: Personal Selling	3		MJ	●	●						
XXXX: General Elective	3		EL		●		●				
XXXX: General Elective	3		EL		●		●				
XXXX: General Elective	3		EL		●		●				

Total Credits: 15

Semester 2

BUS 495: Strategic Management	3	Prerequisites: Sr. Standing, FIN 330, MKT 350, MGT 349	BFC	●			●	●			
MKT 455: Marketing Management	3		MJ	●	●		●				
MKT 467: Selling of Financial Services	3		MJ	●			●				
MKT 469: Advanced Personal Selling	3		MJ	●			●				
XXXX: General Elective	3		EL		●		●				

Total Credits: 15

Fourth Year Credit Total 30

WINTERIM YEAR 4 - OPTIONAL: Enrollment in Winterim courses is strongly recommended for students who have accumulated less than 105 credits.
 SUMMER YEAR 4 - OPTIONAL: Enrollment in Summer courses is recommended for students who end their fourth year with less than 120 credit hours.

MJ = Major Requirement, BFC = Business Foundation Course, EL = Elective

Milestone Checklist

Year 1:	
Complete Skills requirement (MATH 111 and ENGL 101).	
Complete MATH 112, SPCH 105, ECON 120 with a C or better.	
Declare major by submitting a plan declaration form.	
Review DARS and consult with your advisor every semester.	
Create a CareerLocker account and create a resume using Resume Module.	
Year 2	
Complete Foreign Language Requirement (if not completed in High School or transfer course work).	
Complete all fundamental and business preparation courses (PC) with a C or better.	
Review DARS and consult with your advisor every semester.	
Register for RangerTrak and create a career profile, shadow a Marketing professional.	
Year 3:	
Maintain a minimum 2.50 GPA in upper 300/400 level business foundation core and finance concentration courses.	
Complete General Education requirements including Diversity Requirement (DV).	
Review DARS and consult with your advisor every semester.	
Join LinkedIn, Explore internships and graduate school options.	
Submit Graduation Application.	
Year 4:	
Complete all major requirements Note: A minimum 2.50 GPA is required in upper 300/400 level business foundation core and finance courses to graduate.	
Update RangerTrak profile and resume, develop a job search strategy and attend Senior Send Off.	

Graduation Requirements Summary:

Minimum Total Hours: 122 credits

Minimum Upper-Division Hours: 36 credits

Minimum Core Hours: 67 credits

Minimum Major GPA: 2.5

Minimum Overall GPA: 2.0



AACSB Accreditation: The Business Management with the Finance Concentration major is accredited by the prestigious AACSB-International (The Association to Advance Collegiate Schools of Business.) This accreditation is recognized worldwide as a sign of program quality.