



**BUSINESS ANALYTICS MAJOR, DIGITAL MARKETING EMPHASIS**

The 4 year Plan illustrates the type of curriculum a new freshman could take to complete a degree in 4 years; it is not an official document. Refer to Academic Advising Report for full requirements.

More information about how to read and use Academic Advising Reports are available on-line at <https://www.uww.edu/registrar/aar-how-tos/students>

*Courses in bold are required for admission to the upper division business courses.*

<b>1<sup>st</sup> Semester</b>	<b>Units</b>	<b>2<sup>nd</sup> Semester</b>	<b>Units</b>
<b>ENGLISH 101 (PREREQ ENGLISH 90)</b>	3	<b>ENGLISH 102 (PREREQ ENGLISH 101)</b>	3
MATH 139 (PREREQ C or better in MATH 41) OR <b>MATH 143 (PREREQ C or better in MATH 139)</b>	3	<b>Math 143 (PREREQ C or better MATH 139)</b> OR General Education Elective	3
<b>BEINDP 101</b>	3	CORE (CORE 110, 130, or 120/140)	3
CORE (CORE 110, 130, or 120/140)	3	<b>COMM 110</b>	3
CORE (CORE110, 130, or 120/140)	3	<b>ITSCM 180</b>	3
INTRAUNV 104 (recommended)	1	PEGNRL 192	1
Semester Total	15 -16	Semester Total	16
<b>3<sup>rd</sup> Semester</b>	<b>Units</b>	<b>4<sup>th</sup> Semester</b>	<b>Units</b>
<b>ECON 201 (PREREQ MATH 139)</b>	3	<b>ECON 202 (PREREQ ECON 201)</b>	3
General Education Elective	3	<b>ACCOUNT 249* (PREREQ ACCOUNT 244)</b>	3
<b>ITSCM 280 *</b>	3	<b>ECON 245 * (PREREQ MATH 143 or equivalent)</b>	3
<b>ACCOUNT 244 *</b>	3	<b>ITSCM 230</b>	3
<b>BEINDP 290 * (PREREQ ENGLISH 102)</b>	2	Lab Science (GL)	4-5
<b>BEINDP 288 (PREREQ ENGLISH 102)</b>	1		
Semester Total	15	Semester Total	16-17

*Students take 300- and 400-level business courses in their junior and senior years. These courses require admission to the upper division business courses. See admission requirements on the second page.*

<b>5<sup>th</sup> Semester</b>	<b>Units</b>	<b>6<sup>th</sup> Semester</b>	<b>Units</b>
<b>ITSCM 314</b>	3	<b>ITSCM 384 (PREREQ ITSCM 180 &amp; ITSCM 230) (FO) OR ITSCM 414 (PREREQ ITSCM 180 &amp; ITSCM 230) (S)</b>	3
<b>ECON 345 (PREREQ ECON 245)</b>	3	<b>ITSCM 410 (PREREQ ITSCM 180 &amp; ITSCM 230) (SO)</b>	3
Upper Division Business Core** (see back page)	3	General Education Elective/Diversity	3
Upper Division Business Core** (see back page)	3	Upper Division Business Core** (see back page)	3
Upper Division Business Core** (see back page)	3	Upper Division Business Core** (see back page)	3
Semester Total	15	Semester Total	15
<b>7<sup>th</sup> Semester</b>	<b>Units</b>	<b>8<sup>th</sup> Semester</b>	<b>Units</b>
<b>Major Elective (see back page)</b>	3	<b>Major Elective (see back page)</b>	3
<b>Major Elective (see back page)</b>	3	International Course	3
<b>CORE 390 (PREREQ 60 completed credits)</b>	3	MANGEMNT 489 **	3
Elective	3	Elective	3
Elective	3	Elective	0-3
Semester Total	15	Semester Total	12-15

\*Lower division business courses that require 24 credits and a 2.5 combined GPA to register for them.

\*\*Upper division business core courses that are required for all majors in the College of Business and Economics.

\*\*\* (F) = Course only offered F2F in fall, (FO) = Course only offered online in fall, (S) = Course only offered F2F in spring, (SO) = Course only offered in spring online

Department Website: <https://www.uww.edu/cobe/departments/department-of-information-technology-and-supply-chain-management>

## Upper Division Business Core courses\*\*

All business majors are required to take the upper division core of business courses below. In most cases, it is recommended that you complete these courses in your junior year. In some cases, specific core courses are recommended in specific semesters; otherwise, you may take them in either semester of your junior year. The upper division business core courses are:

**FNBSLW 344-Business Finance (PREREQ ACCOUNT 244)**  
**ITSCM 306-Operations Management (PREREQ ECON 245)**  
**FNBSLW 341-Business and Commercial Law**

**MANGEMNT 301-Organizational Behavior**  
**MARKETNG 311-Principles of Marketing**

**MANGEMNT 489-STRATEGIC MANAGEMENT** is a senior-level capstone course and has **FIVE PREREQUISITES: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, and MARKETNG 311.**

### Digital Marketing Emphasis Electives (9 Units) Select from courses

MARKETNG 351-Introduction to Digital Marketing PREREQ: MARKETNG 311

MARKETNG 352-Social Media & Content Marketing PREREQ: MARKETNG 311

MARKETNG 353-Advanced Digital Marketing **(S)** PREREQ: MARKETNG 311 & MARKETNG 351

MARKETNG 493D-Internship in Marketing – Digital Marketing Emphasis PREREQ: MARKETNG 311

## General Advising Notes

**Students should take ITSCM 180 in their second semester. ITSCM 314 & ITSCM 410 should be taken in the fifth semester.  
Business Analytics Electives should be done during the 7<sup>th</sup> & 8<sup>th</sup> semesters.**

## College of Business and Economics Notes

### Admission to the Upper Division Business Courses:

As a business major, you must be admitted to the upper division to take 300- and 400-level business courses. Admission to upper division business courses requires that you meet the following criteria:

1. Have 54 **or** more projected units. Projected units are the number of units that will be earned at the end of the present term.
2. Have finished **or** be registering for the last unique and lower division business courses required for admission, indicated in **bold** on the previous page.
3. Have earned a combined (transfer and UW-Whitewater) GPA of at least 2.8.

After being admitted to upper division business courses, you must maintain a 2.50 combined cumulative GPA to be able to continue enrolling in business courses.

### To graduate, business students must have:

1. At least 120 Units
2. 2.50 combined cumulative GPA, 2.50 combined GPA in the major, 2.50 combined GPA in all subjects offered by the College of Business and Economics.
3. Completed all course requirements of the degree and major