



Sample 4-Year Plan – Academic Year 2024-2025 Requirements

BUSINESS ANALYTICS – DIGITAL MARKETING EMPHASIS MAJOR (BBA)

The 4-year Plan **illustrates the course schedule a new freshman** could take to complete a degree in 4 years; it is not an official document. Refer to the Academic Advising Report (AAR) for full requirements.

To graduate, business students must have:

- At least 120 credits
- Minimum GPA of 2.5 in the following areas: major requirements, combined transfer and UW-Whitewater GPA, and in all subjects offered by the College of Business and Economics
- Transfer students may have different CORE requirements than those listed. Refer to your Advising Report for requirements.

For more detailed information visit [General Education Requirements](#) or [Business Analytics Requirements \(BBA\)](#) or the [Department's Website](#)

1 st Semester	Credits	2 nd Semester	Credits
ENGLISH 101 (Prereq: English 90)	3	ENGLISH 102 (Prereq: English 101)	3
MATH 139 (Prereq: Math 41) <u>OR</u> MATH 143 (Prereq: C or better in Math 139)	3	MATH 143 (Prereq: C or better in Math 139) <u>OR</u> General Elective	3
Select a CORE course (CORE 110,130, <u>OR</u> 120/140)	3	ITSCM 180	3
INTRAUNV 104 (recommended)	1	Select a CORE course (CORE 110,130, <u>OR</u> 120/140)	3
Select 2 courses from list below	5-6	Select 1-2 course(s) from list below	3-4
Semester Total	15-16	Semester Total	15-16

Courses that can be taken either semester:

- BEINDP 101 – 3 credits
- COMM 110 – 3 credits
- PEGNRL 192 Personal Health and Fitness – 1 credit
- General Education Elective OR Diversity – 2-3 credits

3 rd Semester	Credits	4 th Semester	Credits
ITSCM 280	3	ECON 202 (Prereq: Econ 201)	3
ECON 201 (Prereq: Math 139)	3	ACCOUNT 249 (Prereq: ACCOUNT 244)	3
ACCOUNT 244 (Prereq: Math 139 and 24 credits in progress)	3	ITSCM 230	3
BEINDP 290 (Prereq: English 102)	2	Lab Science (GL)	4-5
BEINDP 288 (Prereq: English 102)	1	Select 1 course from list below	3
Select 1 course from list below	3		
Semester Total	15	Semester Total	16-17

Courses that can be taken either semester:

- ECON 245 (Prereq: Math 143) – 3 credits
- COMM 110 – 3 credits
- General Education Elective OR Diversity – 3 credits

5th Semester	Credits		Credits
ITSCM 384 (Prereq: ITSCM 180 and ITSCM 230) (FO) <u>OR</u> ITSCM 414 (Prereq: ITSCM 180 and ITSCM 230) (S)	3	ITSCM 314 <u>OR</u> ITSCM 773 (Prereq: Advisor Consent)	3
ECON 345 (Prereq: ECON 245) <u>OR</u> STAT 342 (Prereq: MATH 250 OR MATH 253 with C or Better) and (STAT 263 OR COMPSCI 172 OR COMPSCI 174)	3	ITSCM 382 (Prereq: ITSCM 280) (F, SO) <u>OR</u> ITSCM 410 (Prereq: ITSCM 230 or 310 or 320) (SO) <u>OR</u> ITSCM 776 (Prereq: Advisor Consent) <u>OR</u> ITSCM 779 (Prereq: Advisor Consent)	3
2 from BUSINESS CORE (Listed on Page 2)	6	CORE 390 (Prereq: 60 completed credits)	3
Select a CORE course (CORE 110,130, OR 120/140)	3	BUSINESS CORE	3
6th Semester		General Education Elective OR Diversity	3
	15	Semester Total	15

7 th Semester	Credits	8 th Semester	Credits
2 from Business Analytics Electives (Listed on Page 2)	6	1 from Business Analytics Electives	3
Elective credits as needed	6-9	International requirement	3
		MANGEMNT489 (Prereq: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, and MARKETNG 211)	3
		Elective credits as needed	3
Semester Total	12-15	Semester Total	12-15

Business Core Courses

All business majors are required to take the core business courses listed below. Specific core courses are sometimes recommended in specific semesters; otherwise, you may take them in either semester.

ACCOUNT 244-Intro to Financial Accounting (Prereq: Math 139 or Math 141 or Math 142 and 24 credits in progress)

ACCOUNT 249-Intro to Managerial Accounting (Prereq: Account 244)

BEINDP 288-Career Information (Prereq: English 102 or English 105)

BEINDP 290-Business Writing (Prereq: English 102 or English 105)

ECON 245-Business Statistics (Prereq: Math 143 or Math 152 or Math 243 or Math 250 or Math 253 or (Math 142 And Math 151))

ITSCM 280-Introduction to Information Systems (Prereq: Minimum Sophomore Standing)

MARKETNG 211-Principles of Marketing (Prereq: Minimum Sophomore Standing)

FNBSLW 341-Business and Commercial Law (Prereq: Minimum Junior Standing)

FNBSLW 344-Business Finance (Prereq: Account 244 and (Econ 245 Or Stat 342))

ITSCM 306-Intro to Supply Chain Management (Prereq: Minimum Junior Standing)

MANGEMNT 301-Organizational Behavior (Prereq: Minimum Sophomore Standing)

MANGEMNT 489-Strategic Management (Senior-level college capstone course with FIVE PRE-REQUISITES: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, And MARKETNG 211)

Business Analytics Electives - 9 Credits Required (3 courses)

Select from the following list of courses:

- MARKETNG 351-Introduction to Digital Marketing (Prereq: MARKETNG 211)
- MARKETNG 352-Social Media & Content Marketing (Prereq: MARKETNG 211)
- MARKETNG 353-Advanced Digital Marketing (Prereq: MARKETNG 211 & MARKETNG 351) (S) OR
 - ITSCM 772-Digital Marketing (Prereq: Advisor Approval)
- MARKETNG 493-Internship in Marketing (Prereq: DEPARTMENT CONSENT)

(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

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 7th & 8th semesters.

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 7th & 8th semesters.