



**Sample 4-Year Plan – Academic Year 2024-2025 Requirements**  
**MARKETING - DIGITAL MARKETING & A.I. 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 Ed. Requirements](#) or [Digital Marketing & A.I. Requirements \(BBA\)](#) or the [Department's Website](#)

1 <sup>st</sup> Semester	Credits	2 <sup>nd</sup> Semester	Credits
ENGLISH 101 ( <i>Prereq: English 90</i> )	3	ENGLISH 102 ( <i>Prereq: English 101</i> )	3
MATH 139 ( <i>Prereq: Math 41</i> ) <u>OR</u> MATH 143 ( <i>Prereq: C or better in Math 139</i> )	3	MATH 143 ( <i>Prereq: C or better in Math 139</i> ) <u>OR</u> General Elective	3
Select a CORE course (CORE 110,130, <u>OR</u> 120/140)	3	ECON 201 ( <i>Prereq: Math 139</i> )	3
INTRAUNV 104 (recommended)	1	Select a CORE course (CORE 110,130, <u>OR</u> 120/140)	3
Select 1-2 course(s) from list below	4-6	Select 1 course from list below	1-3
<b>Semester Total</b>	<b>14-16</b>	<b>Semester Total</b>	<b>13-15</b>

**Courses that can be taken either semester:**

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

3 <sup>rd</sup> Semester	Credits	4 <sup>th</sup> Semester	Credits
ACCOUNT 244 ( <i>Prereq: Math 139 and 24 credits in progress</i> )	3	ACCOUNT 249 ( <i>Prereq: ACCOUNT 244</i> )	3
ECON 202 ( <i>Prereq: Econ 201</i> )	3	Lab Science (GL)	4-5
BEINDP 290 ( <i>Prereq: English 102</i> )	2	Select 2 courses from list below	6
BEINDP 288 ( <i>Prereq: English 102</i> )	1	MARKETNG 211 ( <i>Prereq: 24 credits completed</i> )	3
Select 2 courses from list below	6		
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>16-17</b>

**Courses that can be taken either semester:**

- ECON 245 (*Prereq: Math 143*) – 3 credits
- COMM 110 – 3 credits
- General Education OR Diversity Elective – 3 credits
- ITSCM 280 – 3 credits

5 <sup>th</sup> Semester	Credits	6 <sup>th</sup> Semester	Credits
MARKETNG 212 ( <i>Prereq: 24 credits completed</i> )	3	CORE 390 ( <i>Prereq: 60 completed credits</i> )	3
MARKETNG 321 ( <i>Prereq: MARKETNG 211</i> )	3	MARKETNG 350 ( <i>Prereq: MARKETNG 211</i> )	3
2 from the BUSINESS CORE ( <i>Listed on Page 2</i> )	6	1 from the BUSINESS CORE	3
Select a CORE course (CORE 110,130, <u>OR</u> 120/140)	3	MARKETNG 351 ( <i>Prereq: MARKETNG 211</i> )	3
		MARKETNG 352 ( <i>Prereq: MARKETNG 211</i> )	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>

7 <sup>th</sup> Semester	Credits	8 <sup>th</sup> Semester	Credits
1 from MARKETNG Electives ( <i>Listed on page 2</i> )	3	MARKETNG 479 ( <i>Prereq: 90 credits completed &amp; MARKETNG 211</i> ) ( <i>Coreq: MARKETNG 321</i> )	3
International Requirement	3	MARKETNG 353 ( <i>Prereq: MARKETNG 211 &amp; MARKETNG 351</i> )	3
1 from BUSINESS CORE	3	MANGEMNT 489 ( <i>Prereq: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, And MARKETNG 211</i> )	3
Elective credits as needed	3-6	Elective credits as needed	3-6
<b>Semester Total</b>	<b>12-15</b>	<b>Semester Total</b>	<b>12-15</b>

## Business Core Courses

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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-Intro to Information Systems** (Prereq: Minimum 24 credits)

**MARKETNG 211-Principles of Marketing** (Prereq: Minimum 24 credits)

**FNBSLW 341-Business & Commercial Law** (Prereq: Minimum 60 credits)

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

**ITSCM 306-Intro to Supply Chain Management** (Prereq: Minimum 60 credits)

**MANGEMNT 301-Organizational Behavior** (Prereq: Minimum 24 credits)

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

## Marketing Electives - 3 Credits Required (1 courses)

Select from the following list of courses:

- ITSCM 285-AI-Powered Web Design (Prereq: 24 credits completed)
- MARKETNG 337-Retail Management (Prereq: MARKETNG 211)
- MARKETNG 360-Entrepreneurial Marketing (Prereq: MARKETNG 211)
- MARKETNG 361-International Marketing (Prereq: MARKETNG 211)
- MARKETNG 370-Experiential Marketing (Prereq: MARKETNG 211)
- MARKETNG 371-Sports Marketing (Prereq: MARKETNG 211)
- MARKETNG 372-Services Marketing (Prereq: MARKETNG 211)
- MARKETNG 400-Innovation & Technology Marketing (Prereq: MARKETNG 211)
- MARKETNG 412-Business to Business Marketing (Prereq: MARKETNG 211)
- MARKETNG 420-Consumer Behavior (Prereq: MARKETNG 211)
- MARKETNG 431-Sales Management (Prereq: MARKETNG 211)
- MARKETNG 442-Logistics (Prereq: MARKETNG 211)
- MARKETNG 444-Omnichannel Marketing (Prereq: MARKETNG 211)
- MARKETNG 445-Marketing Analytics & AI (Prereq: MARKETNG 211)
- MARKETNG 450-Sales Negotiation & Conflict Resolution (Prereq: MARKETNG 211)
- MARKETNG 460-Advanced Sales (Prereq: MARKETNG 211 & MARKETNG 212)
- MARKETNG 465-Sales Team Practicum (Prereq: MARKETNG 212 & Marketing Major/Minor/Certificate in Professional Sales)
- MARKETNG 491-Travel Study (Prereq: Instructor Consent)
- MARKETNG 493-Internship in Marketing (Prereq: 24 credits completed & 2.50 GPA & Department Consent)
- MARKETNG 494-Marketing Seminar (Prereq: Instructor Consent)
- MARKETNG 496-Special Studies
- MARKETNG 497-Exchange Study (Prereq: Instructor Consent)
- MARKETNG 498-Independent Study in Marketing (Prereq: Instructor 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

## General Advising Notes

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MARKETNG 321 should be taken the semester after MARKETNG 211. MARKETNG 479 should be taken in the last semester and requires completion of MARKETNG 211 and MARKETNG 321, there is no exception to this rule. A maximum of 3 units from available MARKETNG 493 courses count toward the completion of the Marketing Major.