



**MARKETING Bachelor of Science Degree**  
**Transfer Courses: (Total 57 credits)**

UWSP COURSE	MID-STATE DIGITAL MARKETING COURSE	Credits Granted
<b>GENERAL EDUCATION</b>		
English 101 or 150 – Freshmen English (3 cr.)	10801136 - English Composition 1 (3 cr.)	3
Communications 101 – Fund. Of Oral Comm. (3 cr.)	10801198 - Speech (3 cr.)	3
Psyc 110 – Introduction to Psychology (SS) (3 cr.)	10809198 - Intro to Psychology (3 cr.)	3
Phil 101 – Contemporary Moral Problems (HU) (3 cr.)	10809166 – Intro to Ethics (3 cr.)	3
		<b>12 credits</b>
<b>MARKETING MAJOR</b>		
<b>BUSINESS CORE COURSES</b>		
Math 255 – Elem. Statistical Methods (QL) (3 cr.)	10804189 - Introductory Statistics (3 cr.)	3
Business 100 – Introduction to Business (1 cr.)	10102101 – Intro to Business (3 cr.)	3
Economics 110 – Principles of Macroeconomics (SS) (3 cr.)	10809195 - Economics (3 cr.)	3
Accounting 210 – Intro to Financial Accounting (3 cr.)	10101111 Accounting 1 AND 10101113 Accounting II (6 cr.)	3
Business 330 – Principles of Marketing (3 cr.)	10104102 – Marketing Principles (3 cr.)	3
<b>MARKETING CORE</b>		
Business 331 – Marketing Research (3 cr.)	10104174 – Marketing Research (3 cr.)	3
<b>MARKETING ELECTIVES</b>		
Business 333 – eMarketing (3 cr.)	10104180 – Internet and Mobile Marketing (3 cr.)	3
Business 336 – Sales Management (3 cr.)	10104105 – Professional Selling (3 cr.)	3
<b>GENERAL BUSINESS ELECTIVES</b>		
Business 3xx – Visual Design (3 cr.)	10104108 – Adobe Visual Design (3 cr.)	3
Business 3xx – Promotion Management (3 cr.)	10104125 – Promotion Management (3 cr.)	3
		<b>30 credits</b>
<b>GENERAL UWSP ELECTIVES</b>		
Bus 2xx – Web Site Development for Business (3 cr.)	10152187 – Web Site Development for Business (3 cr.)	3
Bus 2xx – Adobe Video Design (3 cr.)	10104109 – Adobe Video Design (3 cr.)	3
Bus 2xx – Marketing Policy and Ethics (1 cr.)	10104111 – Marketing Policy and Ethics (1 cr.)	1
Bus 2xx – Marketing Communications (2 cr.)	10104110 – Marketing Communications (2 cr.)	2
Bus 3xx – Social Media Marketing (3 cr.)	10104107 – Social Media Marketing (3 cr.)	3
Bus 3xx – Marketing Management (3 cr.)	10104160 – Marketing Management (3 cr.)	3
		<b>15 credits</b>
	<b>TOTAL TRANSFERRED CREDITS</b>	<b>57</b>

**REQUIRED COURSES: (Total 65 - 74 credits)**

The following coursework will be required to obtain the Bachelor of Science in Marketing:

UWSP REQUIREMENT	UWSP COURSE	Credits
<b>GENERAL EDUCATION</b>		
Written Communication	Engl 202 – Sophomore English	3
Wellness	Choose from designated classes	1
Arts (ART)	Choose from designated classes	3

Historical Perspectives (HP)	Choose from designated classes	3
Natural Sciences (NS)	Choose from designated classes	3
Additional ART/HU/HP/NS	Choose from designated classes	3
Global Awareness (GA)	Can be satisfied with above classwork	0 - 3
U.S. Diversity Course (USD)	Can be satisfied with above classwork	0 - 3
Environmental Responsibility (ER)	Can be satisfied with above classwork	0 - 3
Interdisciplinary Studies (IS)	Satisfied with Bus 340 as part of major	0
Experiential Learning (EL)	Satisfied with Bus 497 as part of major	0
		<b>16 - 25</b>
<b>MARKETING MAJOR</b>		
<b>BUSINESS CORE COURSES</b>		
Math for Social Sciences or Applied Calculus	Math 109 or 111*	4
Principles of Microeconomics (SS)	Econ 111	3
Introduction to Managerial Accounting	Acct 211	3
Written Communication for the Business Professional	Bus 300	3
Oral Communication for the Business Professional	Bus 301	3
Organizational Behavior	Bus 325	3
Business Law and Ethics (IS)	Bus 340	3
Principles of Finance	Bus 350	3
Principles of Production	Bus 360	3
Management Information Systems	Bus 370	3
Principles of Business Analytics	Bus 380	3
Internship (EL)	Bus 497	3
Management Capstone	Bus 480	3
<b>MARKETING CORE</b>		
Buyer Behavior	Bus 337	3
Marketing Strategy	Bus 438	3
<b>MARKETING ELECTIVES</b>		
Focused Marketing Elective	Choose from designated classes	3
		<b>49 credits</b>
	<b>TOTAL REMAINING CREDITS</b>	<b>65 - 74</b>

\* Will need to test in or take pre-requisite