

## An in-depth study of the principles, research and strategies that lead to market success.

The Bachelor of Arts degree with a major in marketing is currently offered at all Lakeland University centers. Most courses are also offered BlendEd®.

**Central Wisconsin Center**  
715.422.5418 / 800.522.9473  
centralwi@lakeland.edu

**Chippewa Valley Center**  
715.723.2720 / 800.993.3413  
chippewavalley@lakeland.edu

**Fox Cities Center**  
920.727.0777 / 888.942.4444  
foxcities@lakeland.edu

**Green Bay Center**  
920.336.7170 / 888.861.8255  
greenbay@lakeland.edu

**Madison Center**  
608.244.2725 / 800.589.5134  
madison@lakeland.edu

**Milwaukee Center**  
414.476.6565 / 800.421.2949  
milwaukee@lakeland.edu

**Sheboygan Center**  
920.565.1047 / 800.569.2166  
sheboygan@lakeland.edu

A Lakeland University degree in marketing allows the graduate to enter this dynamic field with a solid foundation in economic theory, business management, market research and consumer behavior.

### Students who major in Marketing will be able to:

- utilize the central principles, theories and rules of marketing in serving clients and their evolving needs;
- appreciate the need for multicultural understanding and sensitivity in serving local, regional and global markets;
- understand the role of marketing in the larger context of business organizations;
- communicate business and economic information to stakeholders in a clear and professional manner;
- respect and abide by ethical conduct in serving markets.

## REQUIRED COURSEWORK

### (36 SEMESTER HOURS)

*All courses listed are 3 semester hours.*

ACC 210	Financial Accounting Principles	BUS 410	Business Law 1
BUS 301	Management Information Systems*	BUS 485	Marketing Management
BUS 330	Management Principles	BUS 491	Business Policy and Strategy
BUS 350	Marketing Principles	COM 100	Introduction to Mass Media
BUS 375	Marketing Research	ECN 230	Principles of Microeconomics
BUS 388	Integrated Marketing Communications	MAT 220	Probability and Statistics

*\*Pending HLC approval*

Students must select and successfully complete one of the following emphases:

### SALES MANAGEMENT (15 SEMESTER HOURS)

BUS 380	Human Resources Management
BUS 487	Sales Management
COM 111	Fundamentals of Public Speaking
COM 211	Interpersonal Communication
COM 220	Persuasion and Advocacy

### DIGITAL MARKETING (15 SEMESTER HOURS)

BUS 450	Digital Marketing Management (COM 325 is a prerequisite)
COM 111	Fundamentals of Public Speaking
COM 212	Team-Based and Group Communication -OR- COM 220 Persuasion and Advocacy
COM 325	New Media and Digital Communication
COM 370	Communication and Social Media

### RETAIL MANAGEMENT (15 SEMESTER HOURS)

ACC 220	Managerial Accounting
BUS 380	Human Resource Management
BUS 425	Retail Management
BUS 445	Logistics and Supply Chain Management
WRT 330	Advertising and Public Relations Writing

### GRAPHIC ARTS EMPHASIS (15 SEMESTER HOURS)

*(Not offered in EWO program, students can transfer in classes that are Lakeland direct equivalents.)*

ART 103	Digital Page Layout/InDesign
ART 151	Two Dimensional Design
ART 203	Image Editing/Photoshop
ART 204	Digital Illustration/Illustrator
ART 302	Communication Graphics

# DEGREE REQUIREMENTS

(Up to 41 semester hours)

## DISTRIBUTIONAL STUDIES

### RHETORICAL DEVELOPMENT

- GEN 110 Composition I: Academic Writing  
GEN 112 Composition II: Argumentation and Research

### QUANTITATIVE SKILLS

- MAT 130 Intermediate Algebra  
or  
MAT 150 Statistics for Everyday Life

### INTERDISCIPLINARY STUDIES

- GEN 130 General Studies Core I: Knowing the Self  
*(Exempt with at least 30 transfer credits)*  
GEN 3XX General Studies Core II: Exploring the Human Condition  
*(Exempt with at least 90 transfer credits)*  
GEN 4XX General Studies Core III: Shaping the Future

### SELECT A MINIMUM OF 3 SEMESTER HOURS FROM 7 OF THE 8 FOLLOWING CATEGORIES:

**Art, Music and Theatre** (ART, MUS, THE)

**History and Political Science** (HIS, POL)

**Literature and Writing** (ENG, WRT)  
*Excludes WRT 110 and WRT 210*

**Mathematics** (MAT)  
*Excludes MAT 130 and MAT 150*

**Natural Sciences** (BIO, CHM, PHY and GEN 183)

**Philosophy and Religion** (PHI, REL)

**Social Sciences** (ANT, CRJ, ECN, SOC, PSY)  
*Excludes SOCP 335*

**World Languages** (CHI, GER, JPS, SPA or other)

Upon completion of the requirements for the Bachelor of Arts degree through the Lakeland University evening, weekend and online program, degree-earning students will have

- earned at least 120 semester hours of college credit, with a minimum of 30 semester hours having been completed through Lakeland University;
- satisfied the requirements of at least one academic major;
- completed the General Studies requirements; and
- maintained a cumulative 2.0 grade point average in both the major and in all coursework taken through Lakeland University.

The Lakeland University evening, weekend and online program's liberal arts component enables students to develop the necessary skills and knowledge to communicate clearly, inquire methodically, evaluate rationally and reason validly. These skills are developed through courses in:

- Distributional Studies, which develop knowledge in areas outside the major; and
- Interdisciplinary Studies, which encourage the integration of knowledge and values.