

Marketing Concentration

The following courses are required:

- BUS 431 Marketing Strategies
- BUS 432 Consumer Behaviors
- BUS 433 Advertising and Promotion Strategy
- BUS 434 Market Research and Analysis
- BUS 435 Professional Selling and Sales Management

Advisory notes for the Accounting Majors:

The following two courses are recommended to fulfill the general education requirement of COR 2:

- BUS 307 Volunteer Income Tax Assistance I
- BUS 308 Volunteer Income Tax Assistance II

Most accounting courses are offered only once each year. Planning for the completion of these courses is especially important.

Well-prepared students may complete the Accounting major in 120 credits; others may require more than 120 credits. 150 credits are required to sit for the CPA exam in Wisconsin. Discuss the options and course scheduling with an accounting advisor.