

Marketing

At UW-Eau Claire

Our marketing program provides you with the marketing and general business knowledge you need to compete in today's job market. We are the only business school in Wisconsin to offer a marketing analytics major, and we are ranked as a "Top North American Sales School" by the Sales Education Foundation.

Competitive experiences

Our sales program has been cited as a top university sales education program by the Sales Education Foundation. We are one of 74 sales programs in the U.S. and Europe to receive this recognition. Marketing and professional sales students test their skills at regional and national collegiate competitions, and we are host to the Great Northwoods Sales Warm-Up, a competition that attracts students from across the U.S. Our sales team won the 2014 National Collegiate Sales Competition.

Top-ranked faculty

Our outstanding faculty are proud of the individual attention they provide our students. Marketing faculty are frequent recipients of UW-Eau Claire faculty awards. They regularly consult and work with an active industry advisory board, ensuring teaching curriculum is current with industry.

Technology advantage

Our marketing students benefit from technologically sophisticated learning environments. Our facilities host an array of web-based, enterprise-wide and business-focused software and databases. We are one of the few programs nationwide in which students use



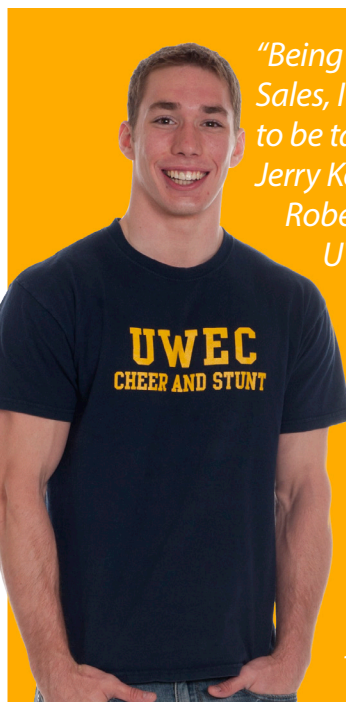
Nielsen's proprietary software and research database in class. Our goal is to integrate technology throughout the curriculum and help you become a competitive, fast technology learner.

Real-world opportunities

Through course work, service-learning activities, faculty-student research and/or internships, every marketing student has the opportunity to develop and conduct hands-on marketing projects for local nonprofits and area businesses. Many also hone sales skills by selling actual products and services.

Prepare for success

Students get the most from their College of Business experience through the resources offered by our nationally recognized Center for Advising, Development and Enrichment (CADE). CADE professionals also lead students through the Student Professional Development Program, a graduation requirement for all business majors that prepares them to present themselves in a professional manner throughout their career.



"Being in the field of Professional Sales, I've had the opportunity to be taught and mentored by Jerry Kollross who, alongside Dr. Robert Erffmeyer, has kept the UW-Eau Claire Sales Team ranked among the top schools in the nation for years. Jerry's classes are a blast and the techniques learned are very useful in sales competitions, student internships, and future careers."

— Jake

Our graduates

Typical positions held by marketing graduates include sales manager, brand manager, advertising account executive, stockbroker, retail manager, logistics manager and purchaser/buyer.

Places our grads go:

- Entertainment/Promotions Coordinator, Treasure Island, Red Wing, MN
- Research Analyst, Life Time Fitness, Eden Prairie, MN
- Sales Representative, Metro Sales, Minneapolis, MN
- Account Executive, Ameriquest Mortgage, West Allis, WI
- Marketing Associate, YMCA, St. Paul, MN

Majors

Marketing
(comprehensive major; requires no minor)

Areas of concentration

- General marketing
- Professional sales
- Marketing analytics

Minors

Marketing

Suggested freshman curriculum

University writing requirement—
depending on placement exam.
For test-out options, see uwec.edu/Blugoldseminar/testout.

Principles of microeconomics and macroeconomics

Short course in calculus

Statistics

Introduction to psychology or sociology

Physical education/wellness

General education electives

Accreditation

Our business programs are accredited by The Association to Advance Collegiate Schools of Business (AACSB International), a mark of quality achieved by fewer than 5 percent of all business schools in the world.

Off campus and across continents

We have a strong business internship program. Our students also can study business and economics abroad with programs available in 19 different countries.

note:

Special admission requirements

You must be formally admitted to the College of Business before you can take junior and senior level management and business courses. Most students apply for admission at the end of their sophomore year. See online at College of Business admission requirements www.uwec.edu/cob/undergraduate/admission.

The Power of

AND

What will your **AND** be?
Be a Blugold and find out!

MARKETING

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visit
www.uwec.edu/admissions