Marketing facilitates exchanges between organizations and customers and is a critical, dynamic, and multi-faceted area of business. The marketing function is found throughout organizations and businesses from global enterprises to start-ups; for services such as healthcare and banking; for nonprofits and municipalities. Students may pursue a variety of careers in marketing including brand/product management, marketing research/analytics, sales management, advertising, business-to-business marketing, digital and social media, consulting, and supply chain management.

In the marketing major, students learn the foundations of marketing—product, place, price, promotion—and how these concepts impact business strategy and execution in different industries and contexts, as well as the importance of relationships with customers and channel partners. Marketing professionals possess and develop a variety of skills including qualitative and quantitative analysis, critical thinking, creativity, communications, and problem solving. The marketing major (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/majors/#marketing) provides a robust foundation in the marketing discipline, coupled with the flexibility to pursue several areas of interest in the discipline.

RECOGNITION
In 2016, the marketing department at the School of Business was ranked 9th in the United States by U.S. News & World Report.

RELATED STUDENT ORGANIZATIONS
Mu Kappa Tau (MKT) (https://win.wisc.edu/organization/MKT)
American Marketing Association (AMA) (https://win.wisc.edu/organization/amaauwmadison)

HOW TO GET IN
Students wishing to pursue this major must be admitted to the School of Business. Once admitted, students are able to pursue any business major they choose. To find out more about the school's admissions process for undergraduate students, please see Entering the School (http://guide.wisc.edu/undergraduate/business/#enteringtheschooltext).

REQUIREMENTS

UNIVERSITY GENERAL EDUCATION REQUIREMENTS
All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (http://guide.wisc.edu/undergraduate/#requirementsforundergraduatetext) section of the Guide.

General Education
- Breadth—Humanities/Literature/Arts: 6 credits
- Breadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits
- Breadth—Social Studies: 3 credits
- Communication Part A & Part B *
- Ethnic Studies *
- Quantitative Reasoning Part A & Part B *

* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

SCHOOL OF BUSINESS REQUIREMENTS
The Wisconsin Bachelor of Business Administration (BBA) degree program is based on a broad educational foundation combined with courses in business and economics. This curriculum is designed for those students who wish to prepare for careers in business. Students completing any School of Business major (http://guide.wisc.edu/undergraduate/business/#requirementstext) are required to satisfy a common set of Pre-Business Requirements, Liberal Studies Requirements, Business Preparatory Requirement, Business Core Requirement, Business Breadth Requirement, and Credits for BBA Degree.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETNG 305</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 310</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 460</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>Elective Coursework</td>
<td></td>
<td>9</td>
</tr>
</tbody>
</table>

Select three of the following:
- MARKETNG 335 Brand Management & Strategy
- MARKETNG 355 Marketing in a Digital Age
- MARKETNG 365 Contemporary Topics (Developing Breakthrough New Products or Sports Marketing)
MARKETING 399  Reading and Research-Marketing
MARKETING 415  Marketing Communications
MARKETING/  
INTL BUS  420  Global Marketing Strategy
MARKETING/  
OTM  421  Fundamentals of Supply Chain Management
MARKETING/  
OTM  422  Logistics Management
MARKETING 423  Procurement & Supply Management
MARKETING 425  Marketing Channels
MARKETING 427  Enterprise Systems and Supply Chain Management
MARKETING 430  Strategic Pricing
MARKETING 450  Marketing Analytics
MARKETING 635  Sales Management
MARKETING 640  Strategic Retailing

Total Credits  18

1 Elective coursework may follow a specific "track" if students choose. Below are options for coursework related to specific marketing career tracks.

POTENTIAL MARKETING CAREER AND COURSEWORK TRACKS
These tracks are provided to guide elective choices. They are not official major tracks or emphasis areas.

PRODUCT/BRAND MANAGEMENT

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING 335</td>
<td>Brand Management &amp; Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 365</td>
<td>Contemporary Topics (Developing Breakthrough New Products)</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 415</td>
<td>Marketing Communications</td>
<td>3</td>
</tr>
</tbody>
</table>
| MARKETING/  
INTL BUS  420  | Global Marketing Strategy                              | 3       |
| MARKETING 425    | Marketing Channels                                     | 3       |
| MARKETING 460    | Marketing Strategy                                     | 3       |

RETAILING AND WHOLESALING

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING 335</td>
<td>Brand Management &amp; Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 365</td>
<td>Contemporary Topics</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 415</td>
<td>Marketing Communications</td>
<td>3</td>
</tr>
</tbody>
</table>
| MARKETING/  
OTM  421  | Fundamentals of Supply Chain Management                | 3       |
| MARKETING 423    | Procurement & Supply Management                         | 3       |
| MARKETING 425    | Marketing Channels                                     | 3       |
| MARKETING 640    | Strategic Retailing                                    | 3       |

SALES MANAGEMENT; BUSINESS-TO-BUSINESS MARKETING; SUPPLY CHAIN MANAGEMENT

<table>
<thead>
<tr>
<th>Recommended Electives</th>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING 365</td>
<td>Contemporary Topics</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 415</td>
<td>Marketing Communications</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>
| MARKETING/  
OTM  421  | Fundamentals of Supply Chain Management                | 3       |
| MARKETING/  
OTM  422  | Logistics Management                                   | 3       |
| MARKETING 423         | Procurement & Supply Management                         | 3       |
| MARKETING 425         | Marketing Channels                                     | 3       |
| MARKETING 635         | Sales Management                                       | 3       |

UNIVERSITY DEGREE REQUIREMENTS

Total Degree  To receive a bachelor’s degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

Residency  Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. "In residence" means on the UW–Madison campus with an undergraduate degree classification. "In residence" credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.

Quality of Work  Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

LEARNING OUTCOMES

1. Demonstrate the ability to formulate and implement marketing strategies related to product, place/distribution, price, promotion.

2. Demonstrate the ability to evaluate and analyze appropriate market segments and generate effective marketing plans.

3. Locate, evaluate, and leverage relevant sources to determine and support their marketing actions.

4. Apply analytical rigor to marketing decisions.

FOUR-YEAR PLAN

This is a sample four-year plan for students directly admitted into the School of Business from high school. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.
Freshman

<table>
<thead>
<tr>
<th>Term</th>
<th>Credits</th>
<th>Term</th>
<th>Credits</th>
<th>Term</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>ECON 101 4</td>
<td>4</td>
<td>OTM 300, FINANCE 300, or M HR 300</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PSYCH 202</td>
<td>3</td>
<td>MATH 211</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Science</td>
<td>3 Communications A</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Humanities, Social Science, or Literature</td>
<td>3 Ethnic Studies</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEN BUS 110</td>
<td>1</td>
<td>14</td>
<td>15</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Sophomore

<table>
<thead>
<tr>
<th>Term</th>
<th>Credits</th>
<th>Term</th>
<th>Credits</th>
<th>Term</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>GEN BUS 306 3</td>
<td>GEN BUS 307</td>
<td>3</td>
<td>OTM 300, M HR 300, or FINANCE 300</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ACCT I S 100 3</td>
<td>ACCT I S 211</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARKETING 300</td>
<td>3 MARKETING 305</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Humanities, Social Science, or Literature</td>
<td>GEN BUS 300</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communications B</td>
<td>3-4 OTM 300, M HR 300, or FINANCE 300</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>15-16</td>
<td>15</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Junior

<table>
<thead>
<tr>
<th>Term</th>
<th>Credits</th>
<th>Term</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>MARKETING 310 3</td>
<td>3 Marketing Elective 2</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Elective 1</td>
<td>3 Business Breadth</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Ethics</td>
<td>4 Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Humanities, Social Science, or Literature</td>
<td>3 Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

Senior

<table>
<thead>
<tr>
<th>Term</th>
<th>Credits</th>
<th>Term</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>MARKETING 460 3</td>
<td>3 Business Breadth</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 301</td>
<td>3 Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MARKETING Elective 3</td>
<td>3 Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits 111-112

---

1 Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics

---

ADVISORY AND CAREERS

ADVISORY

Advisory is an integral part of any student’s educational journey in the School of Business BBA Program. Starting at Student Orientation, Advising, and Registration (SOAR), we encourage all students to connect with academic advisors. BBA academic advisors have a wealth of knowledge about courses on campus, as well as policies and procedures.

BBA career advisors help students with career exploration, internships, resumes, job search, interviewing and more. We encourage students to connect with their career advisor once they arrive on campus.

BBA advisors want students to succeed. Students experiencing academic difficulty or personal struggles are encouraged to talk to their advisor about how their individual situation may affect their academic performance.

ASSIGNED ACADEMIC AND CAREER ADVISORS

For admitted BBA students, advisors are assigned by academic major. If you have more than one major, you may have more than one assigned advisor. You can find your assigned advisor by logging into your student center and looking on the right hand menu under “Program Advisor.”

For students not yet admitted to the WSB, we have a team of pre-business advisors available to you. Information on pre-business advising can be found here (https://bus.wisc.edu/bba/mybiz/advising/#academic).

ACCESSING ADVISING

If you have a quick question, no more than 15 minutes, please utilize our drop-in advising. You can find up-to-date information regarding drop-in hours here (https://bus.wisc.edu/bba/mybiz/advising/#academic).

You may schedule (https://bus.wisc.edu/bba/mybiz/advising) a 30-minute appointment with an academic and career advisor. Advisors are trained, and have knowledge regarding all ten majors in the BBA, so if your assigned advisor is not available you can be confident to schedule an appointment with any of the BBA advisors.

Pre-business students may also schedule (https://bus.wisc.edu/bba/mybiz/advising) an appointment with a pre-business academic advisor.

If you have a quick yes/no question you may always send an email to your assigned advisor.

For more information on academic and career advising in the BBA please see Advising (https://bus.wisc.edu/bba/mybiz/advising/#academic) on the school’s website.

CAREERS

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is creating and delivering customer value through decisions about product and service offerings. It’s more than just a transaction. It’s about understanding and building relationships.
PEOPLE

FACULTY AND STAFF IN MARKETING

Moses Altsech (https://bus.wisc.edu/faculty/moses-altsech), BBA, Ph.D.
Lecturer
altsech@wisc.edu

Neeraj Arora (https://bus.wisc.edu/faculty/Neeraj-Arora), MBA, Ph.D.
Professor
Executive Director of the A.C. Nielsen Center for Marketing Research
neeraj.arora@wisc.edu

Verda Blythe (https://bus.wisc.edu/faculty/verda-blythe), BBA, MS
Faculty Associate
vblythe@bus.wisc.edu

Laurie Brachman (https://bus.wisc.edu/faculty/laurie-brachman), MBA
Senior Lecturer
lbrachman@bus.wisc.edu

Kristin Branch (https://bus.wisc.edu/faculty/kristin-branch), BBA, MBA
Faculty Associate
Director of the A.C. Nielsen Center for Marketing Research
kbranch@bus.wisc.edu

Timothy Buhl (https://bus.wisc.edu/faculty/timothy-buhl)
Lecturer
timothy.buhl@wisc.edu

Kevin Chung (https://bus.wisc.edu/faculty/kevin-chung), BA, MS, Ph.D.
Assistant Professor
kychung@bus.wisc.edu

Jacob Dean (http://bus.wisc.edu/knowledge-expertise/faculty-research/
faculty-directory)
Faculty Associate
Director of Grainger Center for Supply Chain Management
jake.dean@wisc.edu

Amber Epp (https://bus.wisc.edu/faculty/Asher-Epp), BA, MA, Ph.D.
Associate Professor
amer.epp@wisc.edu

Doak Geiger (https://bus.wisc.edu/faculty)
Lecturer
doak.geiger@wisc.edu

Alyssa Gosbee-Stang (https://bus.wisc.edu/faculty/alyssa-gosbee-stang)
Lecturer
gosbeestang@wisc.edu

Jan Heide (https://bus.wisc.edu/faculty/Jan-Heide), BS, MBA, Ph.D.
Professor
jheide@wisc.edu

Maria Heide (https://bus.wisc.edu/faculty/maria-heide), BS, MBA, Ph.D.
Senior Lecturer
mheide@bus.wisc.edu

Paul Hoban (https://bus.wisc.edu/faculty/Paul-Hoban), BA, Ph.D.
Assistant Professor
phoban@bus.wisc.edu

Michael Judge (http://bus.wisc.edu/faculty/michael-judge)
Faculty Associate
Director of Center for Brand and Product Management
michael.judge@wisc.edu

Kathryn Krueger (https://bus.wisc.edu/faculty/kathryn-krueger), BA, MBA
Lecturer
katie.krueger@wisc.edu

Noah Lim (https://bus.wisc.edu/faculty/Noah-Lim), BA, MS, Ph.D.
Professor
nlim@bus.wisc.edu

Qing Liu (https://bus.wisc.edu/faculty/Qing-Liu), BS, MS, Ph.D.
Associate Professor
qliu@bus.wisc.edu

Peter Lukszys (https://bus.wisc.edu/faculty/peter-lukszys), BS, MBA
Senior Lecturer
peter.lukszys@wisc.edu

Paola Mallucci (https://bus.wisc.edu/faculty/paola-mallucci), MBA, MS,
Ph.D.
Assistant Professor
pmallucci@bus.wisc.edu

John McKeller (https://bus.wisc.edu/faculty/john-mckeller), MBA, DBA
Senior Lecturer
jmckeller@wisc.edu

Page Moreau (https://bus.wisc.edu/faculty/Page-Moreau), BA, MBA,
Ph.D.
Professor
Faculty Director of the Center for Brand and Product Management
page.moreau@wisc.edu

Jack Nevin (https://bus.wisc.edu/faculty/john-nevin), BS, MS, Ph.D.
Professor Emeritus
jnevin@bus.wisc.edu

Thomas O’Guinn (https://bus.wisc.edu/faculty/thomas-oguinn), Ph.D.
Professor
Chair of Marketing Department
toguinn@bus.wisc.edu

Joann Peck (https://bus.wisc.edu/faculty/joann-peck), BS, MBA, Ph.D.
Associate Professor
Associate Dean of the Undergraduate Program
joann.peck@wisc.edu

Evan Polman (https://bus.wisc.edu/faculty/evan-polman), MS, Ph.D.
Assistant Professor
epolman@bus.wisc.edu

Robin Tanner (https://bus.wisc.edu/faculty/robin-tanner), BS, MBA, Ph.D.
Associate Professor
rtanner@bus.wisc.edu

Craig Thompson (https://bus.wisc.edu/faculty/craig-thompson), BS,
Ph.D.
Professor
craig.thompson@wisc.edu

Sachin Tuli (http://bus.wisc.edu/faculty/sachin-tuli), BBA, MS
Senior Lecturer
sachin.tuli@wisc.edu

Liad Weiss (https://bus.wisc.edu/faculty/liad-weiss), BS, MA, MS, Ph.D.
Assistant Professor
lweiss@bus.wisc.edu

ACCREDITATION

AACSB International—The Association to Advance Collegiate Schools of Business (http://www.aacsb.edu)