BUSINESS: MARKETING, BBA

OVERVIEW

In the high-level economy of the United States and many other countries, marketing has become a critical and comprehensive business function. The concept of marketing is becoming increasingly broad and important. Students may pursue career opportunities in advertising, product/brand management, consulting, marketing research, retailing, sales management, business-to-business marketing, and supply chain management.

Contemporary marketing managers must understand not only the traditional areas of marketing channels, sales management, advertising, and research, but must also be familiar with consumer and dealer motivation. The manager must be able to translate knowledge of consumer behavior into marketing strategy. The marketing program is broad enough to permit a major to develop knowledge in these several areas, but flexible enough so that students may focus on special interest areas.

RECOGNITION

Our marketing program is ranked 9th in the U.S. by U.S. News & World Report 2016.

RELATED STUDENT ORGANIZATIONS

Mu Kappa Tau (MKT) (https://win.wisc.edu/organization/MKT)
American Marketing Association (AMA) (https://win.wisc.edu/organization/amauwmadison)

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/#requirementsforundergraduatemajorstext) section of the Guide.

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/#undergraduatebusinessrequirements) 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.

MARKETING MAJOR REQUIREMENTS

All marketing majors must take MARKETING 300 Marketing Management since it is a business core course and a prerequisite to all of the other undergraduate marketing courses. The marketing major consists of three required marketing courses plus three additional elective marketing courses in addition to MARKETING 300. These required and elective marketing courses can be taken in any order, except that MARKETING 460 Marketing Strategy should only be taken after completing a minimum of two marketing courses beyond MARKETING 300.

Requirements Detail

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING 305</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 310</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 460</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>Elective Coursework</td>
<td>Select three of the following:</td>
<td>9</td>
</tr>
<tr>
<td>MARKETING 335</td>
<td>Brand Management &amp; Strategy</td>
<td></td>
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<tr>
<td>MARKETING 355</td>
<td>Marketing in a Digital Age</td>
<td></td>
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<tr>
<td>MARKETING 365</td>
<td>Contemporary Topics (Developing Breakthrough New Products or Sports Marketing)</td>
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</tbody>
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Business: Marketing, BBA
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

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<tbody>
<tr>
<td>MARKETING 335</td>
<td>Brand Management &amp; Strategy</td>
<td>3</td>
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<tr>
<td>MARKETING 365</td>
<td>Contemporary Topics (Developing Breakthrough New Products)</td>
<td>3</td>
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<tr>
<td>MARKETING 415</td>
<td>Marketing Communications</td>
<td>3</td>
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<tr>
<td>MARKETING/ INTL BUS 420</td>
<td>Global Marketing Strategy</td>
<td>3</td>
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<tr>
<td>MARKETING 425</td>
<td>Marketing Channels</td>
<td>3</td>
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<tr>
<td>MARKETING 426</td>
<td>Strategic Pricing</td>
<td>3</td>
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#### RETAILING AND WHOLESALING

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<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>
<tr>
<td>MARKETING/ OTM 421</td>
<td>Fundamentals of Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 423</td>
<td>Procurement &amp; Supply Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 425</td>
<td>Marketing Channels</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 640</td>
<td>Strategic Retailing</td>
<td>3</td>
</tr>
</tbody>
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### 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. Graduates will be able to apply analytical rigor to marketing decisions.
2. Graduates will be able to locate, evaluate, and leverage relevant sources to determine and support their marketing actions.
3. Graduates will demonstrate the ability to formulate and implement marketing strategies related to price, product, promotion, and distribution.
4. Graduates will evaluate and analyze appropriate market segments and generate effective marketing plans.

### ADVISING AND CAREERS

#### ADVISING

MEET THE ACADEMIC AND CAREER ADVISORS FOR MARKETING.

Emma Crawford
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.

For information about marketing careers, please visit the BBA Marketing website (https://bus.wisc.edu/bba/academics-and-programs/majors/marketing).

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