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/requirementsforundergraduatestudytext) section of the Guide.

School of Business BBA Requirements
Complete requirements: (http://guide.wisc.edu/undergraduate/business/#requirementstext)

Pre-Business
Liberal Studies
Business Prep
Business Core
Business Breadth

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.

Elective Coursework
Select three of the following:

Business Marketing: Marketing, BBA

1.
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

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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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<td>MARKETING 425</td>
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<td>MARKETING 460</td>
<td>Marketing Strategy</td>
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RETAILING AND WHOLESALING

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

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UNIVERSITY DEGREE REQUIREMENTS

Requirements Detail

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

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

MEET THE ACADEMIC AND CAREER ADVISORS FOR MARKETING.

Emma Crawford
Academic Advisor
emma.crawford@wisc.edu

Angie Badura
Career Advisor
angie.badura@wisc.edu

Please visit the advising (https://bus.wisc.edu/bba/academics-and-programs/majors/~link.aspx?id=2471B6AB78B3436D8817C4E66E0AF1C2&_z=z) page for information on advising and appointments.

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).

PEOPLE

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