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 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.

MARKETING MAJOR REQUIREMENTS
All marketing majors must take MARKETNG 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 MARKETNG 300. These required and elective marketing courses can be taken in any order, except that MARKETNG 460 Marketing Strategy should only be taken after completing a minimum of two marketing courses beyond MARKETNG 300.

Requirements Detail

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<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>
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</table>

Elective Coursework
Select three of the following: 9

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>MARKETNG 335</td>
<td>Brand Management &amp; Strategy</td>
<td></td>
</tr>
<tr>
<td>MARKETNG 355</td>
<td>Marketing in a Digital Age</td>
<td></td>
</tr>
<tr>
<td>MARKETNG 365</td>
<td>Contemporary Topics (Developing Breakthrough New Products or Sports Marketing)</td>
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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>
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<tr>
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<tbody>
<tr>
<td>MARKETNG 335</td>
<td>Brand Management &amp; Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 365</td>
<td>Contemporary Topics (Developing Breakthrough New Products)</td>
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<tr>
<td>MARKETNG 415</td>
<td>Marketing Communications</td>
<td>3</td>
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<tr>
<td>MARKETNG/OTM 420</td>
<td>Global Marketing Strategy</td>
<td>3</td>
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<tr>
<td>MARKETNG 425</td>
<td>Marketing Channels</td>
<td>3</td>
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<tr>
<td>MARKETNG 460</td>
<td>Marketing Strategy</td>
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RETAILING AND WHOLESALING

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<td>MARKETNG 365</td>
<td>Contemporary Topics</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 415</td>
<td>Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/OTM 420</td>
<td>Fundamentals of Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 423</td>
<td>Procurement &amp; Supply Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 425</td>
<td>Marketing Channels</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 640</td>
<td>Strategic Retailing</td>
<td>3</td>
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</table>

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

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<td>Fundamentals of Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/OTM 421</td>
<td>Logistics Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/OTM 422</td>
<td>Logistics Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 423</td>
<td>Procurement &amp; Supply Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 425</td>
<td>Marketing Channels</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 635</td>
<td>Sales Management</td>
<td>3</td>
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</table>

UNIVERSITY DEGREE REQUIREMENTS

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

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](https://bus.wisc.edu/bba/academics-and-programs/majors/marketing).

PEOPLE

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