

# BUSINESS ADMINISTRATION: MARKETING, BBA

If you're a strategic thinker and a creative problem-solver, then advancing in a career in marketing could be a good choice for you. Marketing is a diverse field that involves in-demand skills desired by top employers, large and small. It's also a growing field, particularly in the digital realm. Successful marketers will be analytical, creative and know how to leverage technology.

The UW–Madison Online BBA in Marketing provides a robust foundation in business. From the highly ranked Wisconsin School of Business, you will gain valuable skills in communication, collaboration, creativity, relationship building and planning. You will learn to implement strategies related to product, place/distribution, price and promotion; analyze market segments and generate effective plans; leverage relevant sources to determine and support marketing actions; and apply analytical rigor to decisions.

Graduates 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. You could be a product manager, social media strategist or market research analyst, among other dynamic jobs.

## HOW TO GET IN

Students applying to the BBA in Business Administration-Marketing program apply through UW-Madison Online (<https://online.wisc.edu/>). UW–Madison Online undergraduate programs are for those applying as transfer students (i.e., those transferring at least 12 college credits). UW-Madison re-entry students may also be considered. For more information, visit the UW-Madison Online admissions website (<https://online.wisc.edu/apply/>).

## 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*.

General Education	<ul style="list-style-type: none"> <li>• Breadth—Humanities/Literature/Arts: 6 credits</li> <li>• 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</li> <li>• Breadth—Social Studies: 3 credits</li> <li>• Communication Part A &amp; Part B *</li> <li>• Ethnic Studies *</li> <li>• Quantitative Reasoning Part A &amp; Part B *</li> </ul>
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\* 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/#requirements>) 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.

Code	Title	Credits
<b>School of Business BBA Requirements</b>		
Complete requirements: ( <a href="http://guide.wisc.edu/undergraduate/business/#requirements">http://guide.wisc.edu/undergraduate/business/#requirements</a> )		
	Pre-Business	
	Liberal Studies	
	Business Prep	
	Business Core	
	Business Breadth	

## BBA IN BUSINESS ADMINISTRATION - MARKETING MAJOR REQUIREMENTS

The BBA in Business Administration - Marketing major is a total of 18 credits consisting of the following 6 required courses.

Code	Title	Credits
MARKETNG 305	Consumer Behavior	3
MARKETNG 310	Marketing Research	3
MARKETNG 355	Marketing in a Digital Age	3
MARKETNG/ OTM 421	Fundamentals of Supply Chain Management	3
MARKETNG 430	Strategic Pricing	3
MARKETNG 460	Marketing Strategy	3
<b>Total Credits</b>		<b>18</b>

## 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. Apply analytical rigor to marketing decisions.
2. Locate, evaluate, and leverage relevant sources to determine and support their marketing actions.
3. Demonstrate the ability to formulate and implement marketing strategies related to product, place/distribution, price, promotion.
4. Demonstrate the ability to evaluate and analyze appropriate market segments and generate effective marketing plans.

## FOUR-YEAR PLAN

This program is designed for transfer students, most of whom will enroll on a part-time basis. As such, there is not a four-year plan for this program. Please refer to the [Requirements](#) tab for more information about the curriculum and program plan.

## ADVISING AND CAREERS

### ACCESSING ADVISING

Each UW-Madison Online student is assigned an academic and career (AC) advisor (<https://online.wisc.edu/academic-career-coach/>). The AC advisor will support the academic and personal success of each student by partnering with current Wisconsin School of Business advisors in the Wisconsin BBA Advising Center to assist students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience.

### CAREERS

Active engagement in the career development process is a vital component of a student's personal growth in college and future success as a lifelong learner, professional, and global citizen. AC advisors help prepare students for life post-graduation through individual and group advising.

## PEOPLE

### FACULTY AND STAFF IN MARKETING

For more information about the faculty and their research interests, please visit the [directory](https://business.wisc.edu/directory/) (<https://business.wisc.edu/directory/>).

## ACCREDITATION

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

Accreditation status: Accredited. Next accreditation review: 2026–2027.