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 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

• 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.

PRE-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.

Code Title Credits
Communication Part A Complete one course designated Communication Part A, preferably:

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COM ARTS 100</td>
<td>Introduction to Speech Composition</td>
<td>0-3</td>
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<tr>
<td>ENGL 100</td>
<td>Introduction to College Composition</td>
<td></td>
</tr>
<tr>
<td>ESL 118</td>
<td>Academic Writing II</td>
<td></td>
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<tr>
<td>Completion of Communication Part A based on UW Placement Test</td>
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</table>

Economics

ECON 101 Principles of Microeconomics 4
or ECON 111 Principles of Economics-Accelerated Treatment

Psychology

PSYCH 202 Introduction to Psychology 3-4

Math

Three credits satisfied by placement exam or one of the following courses:

Math 112, 113, 114, 171, 211, 213, 217, 221, or 222

Total Credits 10-14

LIBERAL STUDIES REQUIREMENTS

Liberal studies requirements must be completed prior to graduation. Students may not use courses offered by the Department of Economics or by the School of Business to fulfill liberal studies requirements. In addition, a single course may not be used to fulfill multiple liberal studies requirements.

Code Title Credits
Literature

Select one 3 (or more) credit course designated Literature (L) 3

Science

Select one 3 (or more) credit course designated Science 3
Select six credits designated Biological, Natural or Physical Science. Courses that MAY NOT COUNT include: Courses in Computer Science, Mathematics, Statistics or Economics.

**Ethics**
Select one of the following: 3-4

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>PHILOS 241</td>
<td>Introductory Ethics</td>
<td></td>
</tr>
<tr>
<td>PHILOS 243</td>
<td>Ethics in Business</td>
<td></td>
</tr>
<tr>
<td>PHILOS 341</td>
<td>Contemporary Moral Issues</td>
<td></td>
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<tr>
<td>PHILOS/ ENVIR ST 441</td>
<td>Environmental Ethics</td>
<td></td>
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**Humanities**
Select one 3 (or more) credit course designated Humanities (H or Z) 1

**Ethnic Studies**
Select one 3 (or more) credit course designated Ethnic Studies (e)

**Social Science**
Select one 3 (or more) credit course designated Social Science (S or Z)

Total Credits 21-22

1

Note: If a student completes an additional Literature (L) course, this requirement will be satisfied.

**BUSINESS FOUNDATION REQUIREMENTS**
All BBA degree candidates are required to complete foundation courses in business and economics. The foundation courses, in conjunction with a broad educational base, are designed to integrate the student’s specialized training with an understanding of the structure and functions of business and its role in the larger social system. Business foundation courses make up the business preparatory, core, and breadth requirements. Sequencing of courses in business preparatory, core, and breadth sections may vary based on a student’s academic plan or major. Consult with your academic advisor for specific recommendations.

**BUSINESS PREPARATORY REQUIREMENT**
All students must take the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>GEN BUS 110</td>
<td>Personal and Professional Foundations in Business</td>
<td>1</td>
</tr>
<tr>
<td>GEN BUS 106</td>
<td>Foundational Skills for Business Analysis</td>
<td>1</td>
</tr>
<tr>
<td>GEN BUS 206</td>
<td>Beginning Data Analysis for Business</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 207</td>
<td>Intermediate Data Analysis for Business</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 360</td>
<td>Workplace Writing and Communication</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102 or ECON 111</td>
<td>Principles of Macroeconomics</td>
<td>3-4</td>
</tr>
<tr>
<td>ACCT I S 100</td>
<td>Introductory Financial Accounting</td>
<td>3</td>
</tr>
</tbody>
</table>

ACCT I S 211 | Introductory Managerial Accounting | 3 |

Total Credits 20-21

**BUSINESS CORE REQUIREMENT**

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>FINANCE/ ECON 300</td>
<td>Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 300</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MHR 300</td>
<td>Managing Organizations</td>
<td>3</td>
</tr>
<tr>
<td>OTM 300</td>
<td>Operations Management</td>
<td>3</td>
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Total Credits 12

**Business Breadth Requirement**

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>GEN BUS 301</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>Business Breadth Course</td>
<td>Business Breadth Course</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits 2 3-9

1 Students must complete two business courses (3 credits each) that are outside their major from two separate School of Business departments. Courses taken to satisfy this requirement may not include preparatory or core courses, courses required by or cross- listed with the student’s major, general business courses, any 399 (Readings and Research) course, or business courses cross-listed with foreign language departments. Courses taken at another institution must be directly equivalent to a UW-Madison business course and title (i.e. not elective credit which is sometimes given an X10 course number).

2 Students with two majors in business or students with one major and a business related certificate need only one course (3 credits) outside their majors/certificate to satisfy this requirement. Students with three or more business majors or two majors and a business related certificate are not required to take additional breadth courses.

**CREDITS FOR BBA DEGREE CREDIT REQUIREMENTS**
Candidates for the BBA degree must meet all of the following credit requirements in addition to completing the required coursework.

**120 Degree Credits**
All students who plan to graduate from the University of Wisconsin-Madison with a bachelor’s degree must complete a minimum of 120 degree credits.

**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.

<table>
<thead>
<tr>
<th>Code</th>
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</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 355</td>
<td>Marketing in a Digital Age</td>
<td>3</td>
</tr>
</tbody>
</table>
MARKETING/OTM 421
Fundamentals of Supply Chain Management 3
MARKETING 430
Strategic Pricing 3
MARKETING 460
Marketing Strategy 3
Total Credits 18

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 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/).

ACCREDITATION

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