

BUSINESS ADMINISTRATION: MARKETING, BBA

ADVISING AND CAREERS

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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.