

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.