Marketing facilitates exchanges between organizations and customers and is a critical, dynamic, and multi-faceted area of business. The marketing function is found throughout organizations and businesses from global enterprises to start-ups; for services such as healthcare and banking; for nonprofits and municipalities. Students may 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.

In the marketing major, students learn the foundations of marketing—product, place, price, promotion—and how these concepts impact business strategy and execution in different industries and contexts, as well as the importance of relationships with customers and channel partners. Marketing professionals possess a variety of skills including qualitative and quantitative analysis, critical thinking, creativity, communications, and problem solving. The marketing major (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/majors/#marketing) provides a robust foundation in the marketing discipline, coupled with the flexibility to pursue several areas of interest in the discipline.

**RECOGNITION**

In 2019, the marketing department at the School of Business was ranked 9th in the United States by U.S. News & World Report.

**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/#requirementsforundergraduatetestudytext) section of the Guide.

**MARKETING MAJOR REQUIREMENTS**

All marketing majors must take MARKETNG 300 Marketing Management, which is a business core course and a prerequisite for most of the undergraduate marketing courses. In addition to MARKETNG 300, the major consists of three required marketing courses plus three additional elective marketing courses. These required and elective courses can be taken in any order, with the exception of MARKETNG 460 Marketing Strategy. MARKETNG 460 should be taken after completing MARKETNG 305 Consumer Behavior and MARKETNG 310 Marketing Research and preferably in the final year of the major.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</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 460</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

**Elective Coursework**

Select three of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</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>
<td></td>
</tr>
</tbody>
</table>
Elective coursework may follow a specific "track" if students choose. Below are options for coursework related to specific marketing career tracks.

### 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>
<thead>
<tr>
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<th>Credits</th>
</tr>
</thead>
<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>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 415</td>
<td>Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/INTL BUS 420</td>
<td>Global Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 425</td>
<td>Marketing Channels</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 460</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

#### RETAILING AND WHOLESALING

<table>
<thead>
<tr>
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<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETNG 335</td>
<td>Brand Management &amp; Strategy</td>
<td>3</td>
</tr>
<tr>
<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 421</td>
<td>Fundamentals of Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/OTM 422</td>
<td>Logistics 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>
</tr>
</tbody>
</table>

Total Credits: 18

1. Elective coursework may follow a specific "track" if students choose. Below are options for coursework related to specific marketing career tracks.

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

### FOUR-YEAR PLAN

This is a sample four-year plan for students directly admitted into the School of Business from high school. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.
## Freshman

### Fall
- **ECON 101**: 4
- **PSYCH 202**: 3
- **Science**: 3 Communications A
- **Humanities, Social Science, or Literature**: 3 Ethnic Studies
- **GEN BUS 110**: 1

### Credits
- **Fall**: 14
- **Spring**: 15
- **Summer**: 3
- **Total Credits**: 111-112

### Notes:
- Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics

## Sophomore

### Fall
- **GEN BUS 306**: 3
- **ACCT IS 100**: 3
- **MARKETING 300**: 3
- **Humanities, Social Science, or Literature**: 3
- **Communications B**: 3-4

### Credits
- **Fall**: 15-16
- **Spring**: 15
- **Summer**: 3

## Junior

### Fall
- **MARKETING 310**: 3 Marketing Elective 2
- **Marketing Elective 1**: 3 Business Breadth
- **Ethics**: 4 Elective
- **Humanities, Social Science, or Literature**: 3 Elective

### Credits
- **Fall**: 13
- **Spring**: 12

## Senior

### Fall
- **MARKETING 460**: 3 Business Breadth
- **GEN BUS 301**: 3 Elective

### Credits
- **Fall**: 9
- **Spring**: 12

## Total Credits 111-112

## ADVISING AND CAREERS

### ADVISING

Advising is an integral part of any student’s educational journey in the School of Business BBA Program. Starting at Student Orientation, Advising, and Registration (SOAR), we encourage all students to connect with academic advisors. BBA academic advisors have a wealth of knowledge about courses on campus, as well as policies and procedures.

BBA career advisors help students with career exploration, internships, resumes, job search, interviewing and more. We encourage students to connect with their career advisor once they arrive on campus.

BBA advisors want students to succeed. Students experiencing academic difficulty or personal struggles are encouraged to talk to their advisor about how their individual situation may affect their academic performance.

### ASSIGNED ACADEMIC AND CAREER ADVISORS

For admitted BBA students, advisors are assigned by academic major. If you have more than one major, you may have more than one assigned advisor. You can find your assigned advisor by logging into your student center and looking on the right hand menu under “Program Advisor.”

For students not yet admitted to the School of Business, we have a team of pre-business advisors available to you. Information on pre-business advising can be found [here](https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/academic-advising).

### ACCESSING ADVISING

If you have a quick question, no more than 15 minutes, please utilize our drop-in advising. You can find up-to-date information regarding drop-in hours here [here](https://bus.wisc.edu/bba/mybiz/advising/#academic).

You may schedule [here](https://bus.wisc.edu/bba/mybiz/advising) a 30-minute appointment with an academic and career advisors. Advisors are trained, and have knowledge regarding all ten majors in the BBA, so if your assigned advisor is not available you can be confident to schedule an appointment with any of the BBA advisors.

Pre-business students may also schedule [here](https://bus.wisc.edu/bba/mybiz/advising) an appointment with a pre-business academic advisor.

If you have a quick yes/no question you may always send an email to your assigned advisor.

For more information on academic and career advising in the BBA please see Advising [here](https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/academic-advising) on the school’s website.

### CAREERS

The marketing function is found throughout all organizations and businesses from global enterprises to start-ups; for services such as healthcare and banking; for non-profits and municipalities. Students may pursue a variety of careers in marketing including brand/product management, consulting, marketing research/analytics, sales management, advertising, business-to-business marketing, digital and social media, and supply chain management.
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