BUSINESS: MARKETING, BBA

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: Advertising/PR/Communication, Digital Marketing, General Marketing, Marketing Research/Analyst, Merchandising/Buyer/Planner, Product/Brand Management, Business-to-Business (B2B), Sales/Business Development, Sports Marketing & Communication, 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 and develop 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 2021, the marketing department at the School of Business was ranked 7th in the United States by U.S. News & World Report.

RELATED STUDENT ORGANIZATIONS

Mu Kappa Tau (MKT) (https://win.wisc.edu/organization/mktmadison/)
American Marketing Association (AMA) (https://win.wisc.edu/organization/amauwmadison/)

HOW TO GET IN

Students wishing to pursue this major on campus 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).

Students applying to the Marketing Online (http://guide.wisc.edu/undergraduate/business/marketing-bba/business-marketing-marketing-online-bba/) 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/#requirementstext) 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.

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/#requirementstext) 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.

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

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 MARKETING 460 Marketing Strategy. MARKETING 460 should be taken after completing MARKETING 305 Consumer Behavior and MARKETING 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>MARKETING 305</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 310</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 460</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>Elective Coursework ¹</td>
<td>Select three of the following:</td>
<td>9</td>
</tr>
<tr>
<td>MARKETING 335</td>
<td>Brand Management &amp; Strategy</td>
<td></td>
</tr>
<tr>
<td>MARKETING 355</td>
<td>Marketing in a Digital Age</td>
<td></td>
</tr>
<tr>
<td>MARKETING 365</td>
<td>Contemporary Topics</td>
<td></td>
</tr>
<tr>
<td>MARKETING 399</td>
<td>Reading and Research-Marketing</td>
<td></td>
</tr>
<tr>
<td>MARKETING 410</td>
<td>Sports Marketing</td>
<td></td>
</tr>
<tr>
<td>MARKETING 415</td>
<td>Marketing Communications</td>
<td></td>
</tr>
<tr>
<td>MARKETING/ INTL BUS 420</td>
<td>Global Marketing Strategy</td>
<td></td>
</tr>
<tr>
<td>MARKETING/ OTM 421</td>
<td>Fundamentals of Supply Chain Management</td>
<td></td>
</tr>
<tr>
<td>MARKETING/ OTM 422</td>
<td>Logistics Management</td>
<td></td>
</tr>
<tr>
<td>MARKETING/ OTM 423</td>
<td>Procurement and Supply Management</td>
<td></td>
</tr>
<tr>
<td>MARKETING 424</td>
<td>Sales Strategy and Management</td>
<td></td>
</tr>
<tr>
<td>MARKETING 425</td>
<td>Marketing Channel Strategy</td>
<td></td>
</tr>
<tr>
<td>MARKETING 426</td>
<td>Strategic Retailing</td>
<td></td>
</tr>
<tr>
<td>MARKETING/ OTM 427</td>
<td>Information Technology in Supply Chains</td>
<td></td>
</tr>
<tr>
<td>MARKETING/ OTM 428</td>
<td>Supply Chain Capital Management</td>
<td></td>
</tr>
<tr>
<td>MARKETING 430</td>
<td>Strategic Pricing</td>
<td></td>
</tr>
<tr>
<td>MARKETING 437</td>
<td>New Product Innovation</td>
<td></td>
</tr>
<tr>
<td>MARKETING 445</td>
<td>Digital Marketing Analytics</td>
<td></td>
</tr>
<tr>
<td>MARKETING 450</td>
<td>Marketing Analytics</td>
<td></td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>18</td>
</tr>
</tbody>
</table>

¹ Elective coursework may follow a specific "career path" if students choose.

MARTKETING: NAMED OPTIONS

Students may elect to pursue the Marketing Online named option instead of completing the Marketing major requirements listed above. Please note that with this named option, students may only enroll in online courses.

View as list

Business: Marketing, BBA

• BUSINESS: MARKETING: MARKETING ONLINE, BBA (HTTP://GUIDE.WISC.EDU/UNDERGRADUATE/BUSINESS/MARKETING/BUSINESS-MARKETING-BBA/BUSINESS-MARKETING-MARKETING-ONLINE-BBA/)

POTENTIAL MARKETING CAREER GUIDANCE AND CAREER PATHS

For further information on recommended electives and career paths, see the Department of Marketing website linked within the Contact Information box.

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.

<table>
<thead>
<tr>
<th>Freshman</th>
<th>Credits Spring</th>
<th>Credits Summer</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 101</td>
<td>4 ECON 102</td>
<td>4 OTM 300, FINANCE 300, or M HR 300</td>
</tr>
<tr>
<td>PSYCH 202</td>
<td>3 MATH 211</td>
<td>5</td>
</tr>
<tr>
<td>Science</td>
<td>3 Communications A</td>
<td>3</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------</td>
<td>---</td>
</tr>
<tr>
<td>Humanities, Social Science, or Literature</td>
<td>3 Ethnic Studies</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 110</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Sophomore</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEN BUS 306</td>
<td>3 GEN BUS 307</td>
<td>3 OTM 300, MHR 300, or FINANCE 300</td>
</tr>
<tr>
<td>ACCT IS 100</td>
<td>3 ACCT IS 211</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 300</td>
<td>3 MARKETING 305</td>
<td>3</td>
</tr>
<tr>
<td>Humanities, Social Science, or Literature</td>
<td>3 GEN BUS 360</td>
<td>3</td>
</tr>
<tr>
<td>Communications B</td>
<td>3-4 OTM 300, MHR 300, or FINANCE 300</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15-16</td>
<td>15</td>
</tr>
<tr>
<td>Junior</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARKETING 310</td>
<td>3 Marketing Elective 2</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Elective 1</td>
<td>3 Business Breadth</td>
<td>3</td>
</tr>
<tr>
<td>Ethics 1</td>
<td>4 Elective</td>
<td>3</td>
</tr>
<tr>
<td>Humanities, Social Science, or Literature</td>
<td>3 Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>Senior</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARKETING 460</td>
<td>3 Business Breadth</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 301</td>
<td>3 Elective</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Elective 3</td>
<td>3 Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Total Credits 111-112</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 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

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

Business academic advisors and career coaches are passionate about student success. 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 COACHES

For admitted business students, academic advisors and career coaches are assigned by academic major. If you have more than one major, you may have more than one assigned advisor and coach. You can find your assigned advisor and coach by logging into your Starfish portal through MyUW.

For students not yet admitted to the Wisconsin School of Business, we have a team of pre-business advisors available to you.

ACCESSING ADVISING

Drop-in advising and scheduled appointments are available for admitted business students. Pre-business students may also schedule an appointment with a pre-business academic advisor or utilize drop-in academic advising.

For more information on accessing academic advising, please see our academic advising page (https://bus.wisc.edu/current-student-resources/bba/academic-support-resources/academic-advising/).

For more information on accessing career coaching, please see our career coaching page (https://bus.wisc.edu/current-student-resources/bba/careers-internships/career-advising/).

ONLINE STUDENTS

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

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: Advertising/PR/Communication, Digital Marketing, General Marketing, Marketing Research/Analyst, Merchandising/Buyer/Planner, Product/Brand Management, Business-to-Business (B2B), Sales/Business Development, Sports Marketing & Communication and Supply Chain Management.

ONLINE STUDENTS

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.

ADVISING

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

FACULTY AND STAFF IN MARKETING

For more information about the faculty and their research interests, please visit the directory (https://bus.wisc.edu/faculty-research/faculty-directory/).

Moses Altsech, BBA, Ph.D.
Lecturer
altsech@wisc.edu

Neeraj Arora, MBA, Ph.D.
Professor
Executive Director of the A.C. Nielsen Center for Marketing Research
neeraj.arora@wisc.edu

Verda Blythe, BBA, M.S.
Faculty Associate
Director of Assessment
verda.blythe@wisc.edu

Laurie Brachman, MBA
Senior Lecturer
lbrachman@bus.wisc.edu

Kristin Branch, BBA, MBA
Faculty Associate
Director of the A.C. Nielsen Center for Marketing Research
kristin.branch@wisc.edu

Timothy Buhl, CPA, MBA
Lecturer
timothy.buhl@wisc.edu

Kevin Chung, B.A., M.S., Ph.D.
Assistant Professor
kevin.chung@wisc.edu

Jacob Dean, MBA
Faculty Associate
Director of Grainger Center for Supply Chain Management
jake.dean@wisc.edu

Shawn Dennis, B.A.
Lecturer
shawn.dennis@wisc.edu

Amber Epp, B.A., M.A., Ph.D.
Associate Professor
amber.epp@wisc.edu

Alyssa Gosbee-Stang, MBA
Lecturer
gosbeestang@wisc.edu

Cheng He, B.S., M.S., Ph.D.
Assistant Professor
cheng.he@wisc.edu

Jan Heide, B.S., MBA, Ph.D.
Professor
jan.heide@wisc.edu

Maria Heide, B.S., MBA, Ph.D.
Senior Lecturer
maria.heide@wisc.edu

Paul Hoban, B.A., Ph.D.
Assistant Professor
paul.hoban@wisc.edu

Michael Judge, M.A.
Faculty Associate
Director of Center for Brand and Product Management
michael.judge@wisc.edu

Katie Krueger, B.A., MBA
Lecturer
katie.krueger@wisc.edu

Qing Liu, B.S., M.S., Ph.D.
Associate Professor
qliu@bus.wisc.edu

Peter Lukszys, B.S., MBA
Senior Lecturer
peter.lukszys@wisc.edu

Page Moreau, B.A., MBA, Ph.D.
Professor
Faculty Director of the Center for Brand and Product Management
page.moreau@wisc.edu

Jack Nevin, B.S., M.S., Ph.D.
Professor Emeritus
Chair of Marketing
jack.nevin@wisc.edu

Thomas O’Guinn, Ph.D.
Professor
thomas.oguinn@wisc.edu

Joann Peck, B.S., MBA, Ph.D.
Associate Professor
joann.peck@wisc.edu

Evan Polman, M.S., Ph.D.
Associate Professor
evan.polman@wisc.edu

Robin Tanner, B.S., MBA, Ph.D.
Associate Professor
rtanner@bus.wisc.edu

Craig Thompson, B.S., Ph.D.
Professor
craig.thompson@wisc.edu

Sachin Tuli, BBA, M.S.
Senior Lecturer
Director of International Business
sachin.tuli@wisc.edu

Liad Weiss, B.S., M.A., M.S., Ph.D.
Assistant Professor
liad.weiss@wisc.edu

James Windsor
Lecturer
jwindsor@wisc.edu

ACCREDITATION

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