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 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 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/mktmadison/)
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.

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>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>3</td>
</tr>
<tr>
<td>MARKETNG 355</td>
<td>Marketing in a Digital Age</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 365</td>
<td>Contemporary Topics (Developing Breakthrough New Products or Sports Marketing)</td>
<td>3</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 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.
MARKETING 399  Reading and Research-Marketing
MARKETING 410  Sports Marketing
MARKETING 415  Marketing Communications
MARKETING/INTL BUS 420  Global Marketing Strategy
MARKETING/OTM 421  Fundamentals of Supply Chain Management
MARKETING/OTM 422  Logistics Management
MARKETING/OTM 423  Procurement and Supply Management
MARKETING 425  Marketing Channels
MARKETING 426  Enterprise Systems and Supply Chain Management
MARKETING 430  Strategic Pricing
MARKETING 437  New Product Innovation
MARKETING 450  Marketing Analytics

Total Credits 18

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

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.

Freshman

Fall  Credits  Spring  Credits  Summer  Credits
ECON 101  4  ECON 102  4  OTM 300, FINANCE 300, or MHR 300  3
PSYCH 202  3  MATH 211  5
Science  3  Communications A
Humanities, Social Science, or Literature  3  Ethnic Studies  3
GEN BUS 110  1

Sophomore

Fall  Credits  Spring  Credits  Summer  Credits
GEN BUS 306  3  GEN BUS 307  3  OTM 300, MHR 300, or FINANCE 300  3
ACCT I S 100  3  ACCT I S 211  3
MARKETING 300  3  MARKETING 305  3
Humanities, Social Science, or Literature  3  GEN BUS 300  3
Communications B  3-4  OTM 300, MHR 300, or FINANCE 300  3

Junior

Fall  Credits  Spring  Credits
MARKETING 310  3  Marketing Elective 2
Marketing Elective 1
Ethics  4  Elective  3
Humanities, Social Science, or Literature  3  Elective  3

Senior

Fall  Credits  Spring  Credits
MARKETING 460  3  Business Breadth
GEN BUS 301  3  Elective  3
<table>
<thead>
<tr>
<th></th>
<th>Marketing</th>
<th>Elective 3</th>
<th>3</th>
<th></th>
<th>Elective</th>
<th>3</th>
</tr>
</thead>
</table>
|Total Credits | 111-112

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

## ADVISING AND CAREERS

### 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.

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/).

### 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.

### PEOPLE

#### FACULTY AND STAFF IN MARKETING

Moses Altsch (https://wsb.wisc.edu/directory/faculty/moses-altsch/), BBA, Ph.D.
Lecturer
altsch@wisc.edu

Neeraj Arora (https://wsb.wisc.edu/directory/faculty/neeraj-arora/), MBA, Ph.D.
Professor
Executive Director of the A.C. Nielsen Center for Marketing Research
neeraj.arora@wisc.edu

Verda Blythe (https://wsb.wisc.edu/directory/faculty/verda-blythe/), BBA, MS
Faculty Associate
vblythe@bus.wisc.edu

Laurie Brachman (https://wsb.wisc.edu/directory/faculty/laurie-brachman/), MBA
Senior Lecturer
lbrachman@bus.wisc.edu

Kristin Branch (https://wsb.wisc.edu/directory/faculty/kristin-branch/), BBA, MBA
Faculty Associate
Director of the A.C. Nielsen Center for Marketing Research
kristin.branch@wisc.edu

Timothy Buhl (https://wsb.wisc.edu/directory/faculty/timothy-buhl/), CPA, MBA
Lecturer
timothy.buhl@wisc.edu

Kevin Chung (https://wsb.wisc.edu/directory/faculty/kevin-chung/), B.A., M.S., Ph.D.
Assistant Professor
kychung@bus.wisc.edu

Jacob Dean (https://wsb.wisc.edu/directory/faculty/jake-dean/), MBA
Faculty Associate
Director of Grainger Center for Supply Chain Management
jake.dean@wisc.edu

Amber Epp (https://wsb.wisc.edu/directory/faculty/amber-epp/), B.A., M.A., Ph.D.
Associate Professor
amber.epp@wisc.edu

Alyssa Gosbee-Stang (https://wsb.wisc.edu/directory/faculty/alyssa-gosbee-stang/), MBA
Lecturer
gosbeestang@wisc.edu

Jan Heide (https://wsb.wisc.edu/directory/faculty/jan-heide/), B.S., MBA, Ph.D.
Professor
jan.heide@wisc.edu
Maria Heide (https://wsb.wisc.edu/directory/faculty/maria-heide/), B.S., MBA, Ph.D.
Senior Lecturer
mheide@bus.wisc.edu

Paul Hoban (https://wsb.wisc.edu/directory/faculty/paul-hoban/), B.A., Ph.D.
Assistant Professor
phoban@bus.wisc.edu

Michael Judge (https://wsb.wisc.edu/directory/faculty/michael-judge/), M.A.
Faculty Associate
Director of Center for Brand and Product Management
michael.judge@wisc.edu

Kathryn Krueger (https://wsb.wisc.edu/directory/faculty/kathryn-kruenger/), B.A., MBA
Lecturer
katie.krueger@wisc.edu

Qing Liu (https://wsb.wisc.edu/directory/faculty/qing-liu/), B.S., M.S., Ph.D.
Associate Professor
qliu@bus.wisc.edu

Peter Lukszys (https://wsb.wisc.edu/directory/faculty/peter-lukszys/), B.S., MBA
Senior Lecturer
peter.lukszys@wisc.edu

Paola Mallucci (https://wsb.wisc.edu/directory/faculty/paola-mallucci/), MBA, M.S., Ph.D.
Assistant Professor
pmallucci@bus.wisc.edu

Page Moreau (https://wsb.wisc.edu/directory/faculty/page-moreau/), B.A., MBA, Ph.D.
Professor
Faculty Director of the Center for Brand and Product Management
page.moreau@wisc.edu

Jack Nevin (https://wsb.wisc.edu/directory/faculty/john-nevin/), B.S., M.S., Ph.D.
Professor Emeritus
jack.nevin@wisc.edu

Thomas O'Guinn (https://wsb.wisc.edu/directory/faculty/thomas-oguinn/), Ph.D.
Professor
Chair of Marketing Department
toguinn@bus.wisc.edu

Joann Peck (https://wsb.wisc.edu/directory/faculty/joann-peck/), B.S., MBA, Ph.D.
Associate Professor
Associate Dean of the Undergraduate Program
joann.peck@wisc.edu

Evan Polman (https://wsb.wisc.edu/directory/faculty/evan-polman/), M.S., Ph.D.
Assistant Professor
epolman@bus.wisc.edu

Robin Tanner (https://wsb.wisc.edu/directory/faculty/robin-tanner/), B.S., MBA, Ph.D.
Associate Professor
rtanner@bus.wisc.edu

Craig Thompson (https://wsb.wisc.edu/directory/faculty/craig-thompson/), B.S., Ph.D.
Professor
craig.thompson@wisc.edu

Sachin Tuli (https://wsb.wisc.edu/directory/faculty/sachin-tuli/), BBA, M.S.
Senior Lecturer
sachin.tuli@wisc.edu

Liad Weiss (https://wsb.wisc.edu/directory/faculty/liad-weiss/), B.S., M.A., M.S., Ph.D.
Assistant Professor
lweiss@bus.wisc.edu

James Windsor (https://wsb.wisc.edu/directory/faculty/james-windsor/)
Lecturer
jwindsor@wisc.edu

ACCREDITATION

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