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 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/#requirementsforundergraduatetystudytext) 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>
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<tbody>
<tr>
<td>MARKETNG 305</td>
<td>Consumer Behavior</td>
<td>3</td>
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<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>
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Elective Coursework

Select three of the following:

<table>
<thead>
<tr>
<th>Code</th>
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<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>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td></td>
</tr>
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<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 425</td>
<td>Marketing Channels</td>
<td></td>
</tr>
<tr>
<td>MARKETING 426</td>
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<td></td>
</tr>
<tr>
<td>MARKETING/OTM 427</td>
<td>Enterprise Systems and Supply Chain Management</td>
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</tr>
<tr>
<td>MARKETING/OTM 428</td>
<td>Supply Chain Capital Management</td>
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</tr>
<tr>
<td>MARKETING 430</td>
<td>Strategic Pricing</td>
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</tr>
<tr>
<td>MARKETING 437</td>
<td>New Product Innovation</td>
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</tr>
<tr>
<td>MARKETING 450</td>
<td>Marketing Analytics</td>
<td></td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Summer</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ECON 101</td>
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<td>ECON 102</td>
<td>4</td>
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</tr>
<tr>
<td>PSYCH 202</td>
<td>3</td>
<td>MATH 211</td>
<td>5</td>
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<td></td>
</tr>
<tr>
<td>Science</td>
<td>3</td>
<td>Communications</td>
<td>3</td>
<td></td>
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</tr>
<tr>
<td>Humanities, Social Science, or Literature</td>
<td>3</td>
<td>Ethnic Studies</td>
<td>3</td>
<td></td>
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<tr>
<td>GEN BUS 110</td>
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**Sophomore**

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<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Summer</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN BUS 306</td>
<td>3</td>
<td>GEN BUS 307</td>
<td>3</td>
<td>OTM 300, MHR 300, or FINANCE 300</td>
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<tr>
<td>ACCT IS 100</td>
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<td>ACCT IS 211</td>
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<tr>
<td>MARKETNG 300</td>
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<td>MARKETNG 305</td>
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<tr>
<td>Humanities, Social Science, or Literature</td>
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<td>GEN BUS 300</td>
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<td>Communications B</td>
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<td>OTM 300, MHR 300, or FINANCE 300</td>
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**Junior**

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<tr>
<th>Fall</th>
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<th>Spring</th>
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<tbody>
<tr>
<td>MARKETNG 310</td>
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<td>Marketing Elective 2</td>
<td>3</td>
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<tr>
<td>Marketing Elective 1</td>
<td>3</td>
<td>Business Breadth</td>
<td>3</td>
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<tr>
<td>Ethics 1</td>
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<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Humanities, Social Science, or Literature</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
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**Senior**

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<thead>
<tr>
<th>Fall</th>
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<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETNG 460</td>
<td>3</td>
<td>Business Breadth</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 301</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
</tbody>
</table>
ADVISORS 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

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Professor

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.
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**ACCREDITATION**

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