

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://business.wisc.edu/undergraduate/majors/marketing/>) provides a robust foundation in the marketing discipline, coupled with the flexibility to pursue several areas of interest in the discipline.

RECOGNITION

The Marketing Department at the School of Business was ranked 8th in the United States by *U.S. News & World Report* for 2022-2023.

RELATED STUDENT ORGANIZATIONS

Mu Kappa Tau (MKT) (<https://www.mktmadison.club/>)

American Marketing Association (AMA) (<https://win.wisc.edu/organization/amauwmadison/>)