

BUSINESS ADMINISTRATION: MARKETING, BBA

If you're a strategic thinker and a creative problem-solver, then advancing in a career in marketing could be a good choice for you. Marketing is a diverse field that involves in-demand skills desired by top employers, large and small. It's also a growing field, particularly in the digital realm. Successful marketers will be analytical, creative and know how to leverage technology.

The BBA in Business Administration: Marketing, offered fully online, provides a robust foundation in business. From the highly ranked School of Business, you will gain valuable skills in communication, collaboration, creativity, relationship building and planning. You will learn to implement strategies related to product, place/distribution, price and promotion; analyze market segments and generate effective plans; leverage relevant sources to determine and support marketing actions; and apply analytical rigor to decisions.

Graduates 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. You could be a product manager, social media strategist or market research analyst, among other dynamic jobs.

HOW TO GET IN

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Students applying to the BBA in Business Administration-Marketing 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/#requirementsforundergraduatestudytext>) section of the *Guide*.

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| General Education | <ul style="list-style-type: none"> • 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 * |
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* 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.

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.

PRE-BUSINESS REQUIREMENTS

Code	Title	Credits
Communication Part A		
Complete one course designated Communication Part A, preferably:		0-3
COM ARTS 100	Introduction to Speech Composition	
ENGL 100	Introduction to College Composition	
ESL 118	Academic Writing II	
Completion of Communication Part A based on UW Placement Test		
Economics		
ECON 101 or ECON 111	Principles of Microeconomics Principles of Economics-Accelerated Treatment	4
Psychology		
PSYCH 202	Introduction to Psychology	3-4
Math		
Three credits satisfied by placement exam or one of the following courses:		3
Math 112, 113, 114, 171, 211, 213, 217, 221, or 222		
Total Credits		10-14

LIBERAL STUDIES REQUIREMENTS

Liberal studies requirements must be completed prior to graduation.

Students may not use courses offered by the Department of Economics or by the School of Business to fulfill liberal studies requirements. In addition, a single course may not be used to fulfill multiple liberal studies requirements.

Code	Title	Credits
Literature		
Select one 3 (or more) credit course designated Literature (L)		3
Science		

Select six credits designated Biological, Natural or Physical Science. Courses that MAY NOT COUNT include: Courses in Computer Science, Mathematics, Statistics or Economics. 6

Ethics

Select one of the following: 3-4

PHILOS 241	Introductory Ethics	
PHILOS 243	Ethics in Business	
PHILOS 341	Contemporary Moral Issues	
PHILOS/ ENVIR ST 441	Environmental Ethics	

Humanities

Select one 3 (or more) credit course designated Humanities (H or Z) ¹ 3

Ethnic Studies

Select one 3 (or more) credit course designated Ethnic Studies (e) 3

Social Science

Select one 3 (or more) credit course designated Social Science (S or Z) 3

Total Credits 21-22

¹ **Note:** If a student completes an additional Literature (L) course, this requirement will be satisfied.

BUSINESS FOUNDATION REQUIREMENTS

All BBA degree candidates are required to complete foundation courses in business and economics. The foundation courses, in conjunction with a broad educational base, are designed to integrate the student's specialized training with an understanding of the structure and functions of business and its role in the larger social system. Business foundation courses make up the business preparatory, core, and breadth requirements. Sequencing of courses in business preparatory, core, and breadth sections may vary based on a student's academic plan or major. Consult with your academic advisor for specific recommendations.

BUSINESS PREPARATORY REQUIREMENT

All students must take the following:

Code	Title	Credits
GEN BUS 110	Personal and Professional Foundations in Business	1
GEN BUS 106	Foundational Skills for Business Analysis	1
GEN BUS 206	Beginning Data Analysis for Business	3
GEN BUS 207	Intermediate Data Analysis for Business	3
GEN BUS 360	Workplace Writing and Communication	3
ECON 102 or ECON 111	Principles of Macroeconomics Principles of Economics-Accelerated Treatment	3-4
ACCT I S 100	Introductory Financial Accounting	3
ACCT I S 211	Introductory Managerial Accounting	3
Total Credits		20-21

BUSINESS CORE REQUIREMENT

Code	Title	Credits
FINANCE/ ECON 300	Introduction to Finance	3
MARKETNG 300	Marketing Management	3
M H R 300	Managing Organizations	3
OTM 300	Operations and Supply Chain Management	3
Total Credits		12

Code	Title	Credits
Business Breadth Requirement		
GEN BUS 301	Business Law	3
	Business Breadth Course ¹	3
	Business Breadth Course ¹	3
Total Credits ²		3-9

¹ Students must complete two business courses (3 credits each) that are outside their major from two separate School of Business departments. Courses taken to satisfy this requirement may not include preparatory or core courses, courses required by or cross-listed with the student's major, general business courses, any 399 (Readings and Research) course, or business courses cross-listed with foreign language departments. Courses taken at another institution must be directly equivalent to a UW-Madison business course and title (i.e. not elective credit which is sometimes given an X10 course number).

² Students with two majors in business or students with one major and a business related certificate need only one course (3 credits) outside their majors/certificate to satisfy this requirement. Students with three or more business majors or two majors and a business related certificate are not required to take additional breadth courses.

CREDITS FOR BBA DEGREE CREDIT REQUIREMENTS

Candidates for the BBA degree must meet all of the following credit requirements in addition to completing the required coursework.

120 Degree Credits

All students who plan to graduate from the University of Wisconsin-Madison with a bachelor's degree must complete a minimum of 120 degree credits.

BBA IN BUSINESS ADMINISTRATION - MARKETING MAJOR REQUIREMENTS

The BBA in Business Administration - Marketing major is a total of 18 credits consisting of the following 6 required courses.

Code	Title	Credits
MARKETNG 305	Consumer Behavior	3
MARKETNG 310	Marketing Research	3
MARKETNG 355	Marketing in a Digital Age	3
MARKETNG/ OTM 421	Fundamentals of Supply Chain Management	3
MARKETNG 430	Strategic Pricing	3

MARKETING 460 Marketing Strategy 3

Total Credits 18

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

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

FOUR-YEAR PLAN

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This program is designed for transfer students, most of whom will enroll on a part-time basis. As such, there is not a four-year plan for this program. Please refer to the [Requirements](#) tab for more information about the curriculum and program plan.

ADVISING AND CAREERS

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ACCESSING ADVISING

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 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

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.

PEOPLE

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

ACCREDITATION

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

Accreditation status: Accredited. Next accreditation review: 2026–2027.