

# 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 (<https://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext>) 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.

## REQUIREMENTS

The Wisconsin Bachelor of Business Administration (BBA) in Business Administration online degree program combines general liberal education requirements with a broad coverage of core business disciplines to create a strong academic foundation upon which students delve deeply into their majors.

### SCHOOL OF BUSINESS LIBERAL STUDIES REQUIREMENTS

Liberal studies requirements must be completed prior to graduation.

Code	Title	Credits
<b>Communication Part A</b>		
Complete one course designated Communication Part A or completion of Communication Part A based on UW Placement Test		0-3
<b>Economics</b>		
Select one of the following:		4
ECON 101	Principles of Microeconomics	
ECON 111	Principles of Economics-Accelerated Treatment	
<b>Human Behavior</b>		
Complete one course in Psychology or Sociology		3
<b>Math</b>		
Three credits satisfied by placement exam or one of the following courses:		0-4
MATH 112, 113, 114, 171, 211, 213, 217, 221, or 222		
<b>Literature</b>		
Select one 3 (or more) credit course designated Literature (L)		3
<b>Science</b>		
Select six credits designated Biological, Natural or Physical Science. Courses in Mathematics and Statistics cannot be used to fulfill this requirement.		6
<b>Ethnic Studies</b>		
Select one 3 (or more) credit course designated Ethnic Studies (e)		3
<b>Ethics</b>		
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	
<b>Total Credits</b>		<b>22-30</b>

## BUSINESS FUNDAMENTALS 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 IS 100	Introductory Financial Accounting	3
ACCT IS 211	Introductory Managerial Accounting	3
<b>Total Credits</b>		<b>20-21</b>

## 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
GEN BUS 301	Business Law	3
<b>Total Credits</b>		<b>15</b>

## BBA IN BUSINESS ADMINISTRATION - MARKETING MAJOR REQUIREMENTS

All Business Administration-Marketing majors must take MARKETNG 300 Marketing Management, which is a Business Core Requirement and a prerequisite for most of the undergraduate marketing courses. The BBA in Business Administration-Marketing major is a total of 15 credits consisting of the following 3 required courses and 6 credits of MARKETNG electives.

Code	Title	Credits
<b>Required Courses</b>		
MARKETNG 305	Consumer Behavior	3
MARKETNG 310	Marketing Research	3
MARKETNG 460	Marketing Strategy	3
<b>Elective Coursework</b>		
Select a minimum of 6 additional MARKETNG credits		6
<b>Total Credits</b>		<b>15</b>

## 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

### ADVISING AND CAREERS ACCESSING ADVISING

Each UW-Madison Online student is assigned an academic advisor. The academic advisor will support the academic and personal success of each student including assisting students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin experience.

## 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.