

BUSINESS ADMINISTRATION: MARKETING, BBA

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.

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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) 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
Communication Part A		
	Complete one course designated Communication Part A or completion of Communication Part A based on UW Placement Test	0-3
Economics		
	Select one of the following:	4

ECON 101	Principles of Microeconomics	
ECON 111	Principles of Economics-Accelerated Treatment	
Human Behavior		
	Complete one course in Psychology or Sociology	3
Math		
	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	
Literature		
	Select one 3 (or more) credit course designated Literature (L)	3
Science		
	Select six credits designated Biological, Natural or Physical Science. Courses in Mathematics and Statistics cannot be used to fulfill this requirement.	6
Ethnic Studies		
	Select one 3 (or more) credit course designated Ethnic Studies (e)	3
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	
Total Credits		22-30

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 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
GEN BUS 301	Business Law	3
Total Credits		15

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

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.