

# BUSINESS: 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.

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) program combines UW–Madison’s general liberal education requirements, broad coverage of core business disciplines, and cutting-edge signature courses to create a strong academic foundation upon which students delve deeply into their majors.

Code	Title	Credits
<b>School of Business BBA Requirements</b>		
Complete requirements: ( <a href="https://guide.wisc.edu/undergraduate/business/#requirementsbba">https://guide.wisc.edu/undergraduate/business/#requirementsbba</a> )		
	School of Business Liberal Studies Requirements	
	Business Fundamentals Requirement	
	Business Core Requirement	
	Business Signature Requirement	

### BUSINESS: MARKETING MAJOR REQUIREMENTS

All marketing majors must take MARKETNG 300 Marketing Management, which is a business core course and a prerequisite for most of the undergraduate marketing courses. In addition to MARKETNG 300, the major consists of three required marketing courses and a minimum of nine additional MARKETNG credits. These required and elective courses can be taken in any order, with the exception of MARKETNG 460 Marketing Strategy. MARKETNG 460 should be taken after completing MARKETNG 305 Consumer Behavior and MARKETNG 310 Marketing Research and preferably in the final year of the major.

Code	Title	Credits
MARKETNG 305	Consumer Behavior	3
MARKETNG 310	Marketing Research	3
MARKETNG 460	Marketing Strategy	3
Elective Coursework: Select a minimum of 9 additional MARKETNG credits. Students may choose elective coursework that follows a specific "career path".		9
<b>Total Credits</b>		<b>18</b>

### 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.