

# BUSINESS: MARKETING, BBA

## DIVE INTO THE WORLD OF MARKETING!

In the marketing major, you'll master the core principles of marketing—product, place, price, and promotion—and discover how these elements shape business strategies across various industries. Marketing is a critical, dynamic, and multi-faceted area of business that facilitates exchanges between organizations and customers. The marketing function is integral to organizations and businesses of all sizes, from global enterprises to start-ups, and spans services such as healthcare and banking, as well as nonprofits and municipalities. You'll explore the art of building strong relationships with customers and channel partners, a crucial aspect of successful marketing. As a marketing professional, you'll develop a diverse skill set that includes both qualitative and quantitative analysis, critical thinking, creativity, communication, and problem-solving. Our marketing major provides a robust foundation in marketing principles while offering the flexibility to delve into specialized areas that ignite your passion.

Ready to shape the future of business? Join us and turn your creativity and strategic thinking into a powerful career! Learn more about the marketing major (<https://business.wisc.edu/undergraduate/majors/marketing/>).

## RECOGNITION

The Marketing Department at the School of Business was ranked 8th in the United States by *U.S. News & World Report* for 2024-2025.

## RELATED STUDENT ORGANIZATIONS

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

Madison Marketing (<https://win.wisc.edu/organization/madisonmarketing/>)

MKT Honorary Marketing Society (<https://www.mktsocietyuw.com/>)

Professional Sales Association (<https://win.wisc.edu/organization/professionalsalesassociation/>)