

MARKETING

Marketing is the dynamic force that bridges organizations and customers, creating vibrant exchanges that drive success. It encompasses the thrilling journey of planning, designing, pricing, promoting, and distributing goods and services that meet the needs of both organizations and their customers. In the bustling economy of the United States and many other countries, marketing has evolved into a critical and comprehensive business function, becoming increasingly broad and vital.

Students diving into the world of marketing can explore a plethora of exciting career opportunities, including: advertising/public relations/communication, digital marketing, general marketing, marketing research/analyst, merchandising/buyer/planner, product/brand management, business-to-business (B2B), sales/business development, sports marketing & communication and supply chain management.

Today's marketing managers must master not only the traditional realms of marketing channels, sales management, advertising, and research, but also understand the intricate motivations of consumers and distributors. They must skillfully translate insights into compelling marketing strategies. The marketing program is designed to be broad enough to provide a comprehensive understanding of these areas, yet flexible enough to allow students to focus on their specific interests.

DEGREES/MAJORS/CERTIFICATES

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- Business Administration: Marketing, BBA (<https://guide.wisc.edu/undergraduate/business/marketing/business-administration-marketing-bba/>)
- Business: Marketing, BBA (<https://guide.wisc.edu/undergraduate/business/marketing/business-marketing-bba/>)