

YOUR GUIDE TO UW-MADISON ONLINE
BACHELOR'S DEGREE PROGRAMS



ONLINE

**BACHELOR OF
BUSINESS ADMINISTRATION**

MARKETING

[[GO.WISC.EDU/MARKETING](https://go.wisc.edu/marketing)]



Get the tools to reach and activate consumers.

Your determination knows no boundaries, so why should your academic journey? Our online programs are designed so that you can pursue the career of your dreams while staying committed to your personal and professional responsibilities.

An online Bachelor of Business Administration in Marketing from UW–Madison will not only give you the skills you need to advance in this growing field but the support of academic and career advisors and faculty to help guide you along the way.

As a student, you'll expand your ability to collaborate with a team to create successful marketing plans that address your industry's needs. You'll also learn to place, distribute, price and promote products and services; analyze market segments; leverage relevant sources and apply analytical rigor to marketing strategies and decision making.

These tools will help you attract top employers in a variety of industries including brand or product management, marketing research and analytics, advertising and digital and social media.

To be considered eligible to apply to UW–Madison Online you must be a transfer student or a former University of Wisconsin–Madison student with at least 12 transferable semester hours of college level work.

OUR DEGREES

AT A GLANCE

PROGRAM:

BBA in Marketing

FORMAT:

100% online part-time program

TIMELINE:

2+ years, varies based on transferable credits

CREDITS:

120 credits

TUITION:

\$500 per credit

START:

Fall, spring or summer

Marketing Online Curriculum

Business preparatory requirements	Core business requirements	Marketing major requirements
<ul style="list-style-type: none"> • Beginning Data Analysis for Business • Foundational Skills for Business Analysis • Intermediate Data Analysis for Business • Introductory Financial Accounting • Introductory Managerial Accounting • Personal and Professional Foundations in Business • Principles of Macroeconomics • Workplace Writing and Communication 	<ul style="list-style-type: none"> • Business Law • Introduction to Finance • Managing Organizations • Marketing Management • Operations and Supply Chain Management 	<ul style="list-style-type: none"> • Consumer Behavior • Marketing Research • Marketing Strategy • +6 Additional Marketing Electives

To learn more about additional program requirements, visit our guide online at guide.wisc.edu.

Why should you get a bachelor's degree from UW–Madison Online?



Community

Join a proud and growing alumni network of 400,000+ Badgers, providing connections that will last a lifetime.



Quality

Gain skills and know-how from renowned researchers and educators through UW–Madison's top-tier courses and programs.



Reputation

Set yourself up for success with a prestigious degree from a top-ranked university.



Support

Access invaluable resources, including a personal academic and career advisor, our world-class faculty and career resources to help you achieve your goals.

Designed to fit your life

You have obligations and responsibilities, which is why we've structured our curriculum to keep your educational goals on track while allowing you to meet the other important demands in your life, whether at work or at home. Below is a sample part-time weekly schedule.

A typical week (for one 3-credit, 8-week course)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Create weekly study plan (30 min) Read course materials (2 hrs)	Read course materials (2 hrs) Watch course lectures (1 hr)	Watch course lectures (3 hrs)	Begin weekly assignments (1 hr) Respond to discussion boards (2 hrs)	Continue work on assignments (2 hrs)	Complete assignments (3 hrs)	Submit weekly assignments (30 min) Reply to discussion boards (1 hr)
On average, students should expect 45 hours per credit on coursework over the length of a course.						



Online format can be accessed anywhere



Faculty and staff dedicated to helping students succeed



Same rigor and prestige you'd expect from a UW-Madison degree

Designed to help you succeed

Your enrollment coach will help you with your UW-Madison admissions journey and ensure you feel confident about your submission. Please don't hesitate to contact them with questions about the university, your application, financial aid and transfer credit evaluation.

Your academic and career advisors are here for you throughout your academic journey. They'll assist you with any questions you have during your time at UW-Madison from beginning your career to maintaining a work-life balance.

Your faculty instructors are experts in their respective fields and eager to support your academic achievements through ensuring you have the know-how and skills to succeed.

TAKE THE NEXT STEP

Contact a UW-Madison Online enrollment coach

Phone: 608-400-7459

Text: 608-688-9118

uwmadison@online.wisc.edu