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**Wisconsin's
largest
business
school**



University of Wisconsin
Whitewater

Marketing is a dynamic career that integrates strategic and people skills with business expertise.

This area of study examines the behavior of people in their search for products and services, and then provides the consumer with need-satisfying opportunities consistent with the goals of society. Functions include consumer research, product development, creation of advertising and promotions, digital marketing, direct sales, and managing pricing and distribution, among others.

The Marketing Department at the University of Wisconsin-Whitewater College of Business and Economics creates ethical marketing professionals with creativity, analytical abilities and presentation skills.

Choose from a Bachelor of Business Administration in Marketing, which is available both on-campus and online, or a number of courses for graduate students looking to continue their education in pursuit of a Master of Business Administration with an emphasis in Marketing or the online Master of Science in Marketing. When you're ready, consider the Doctorate of Business Administration program.

Explore our Marketing programs today.

- Bachelors of Business Administration in Marketing
- Graduate Certificates
- Masters of Business Administration with Marketing Emphasis
- Masters of Science in Marketing
- Doctorate of Business Administration

YOUR FUTURE IS OUR BUSINESS.



Marketing at the University of Wisconsin-Whitewater College of Business and Economics (CoBE)

Marketing at CoBE is a step above. Some degree programs are offered 100% online, others are on campus or hybrid, but what sets us apart isn't how we deliver our programs, rather it is how our students excel.

- UW-Whitewater American Marketing Association team wins Chapter of the Year for the 18th time; eleventh year in a row.
- Four students from our Sales Institute placed first, second, and third at the 2021 AMA National Sales Championship with two tied for first place.
- UW-Whitewater Enactus chapter earned U.S. National Championship in 2021 and moved to World Cup with their business model for combating blindness and empowering young women in India. Their business model, called "Shakti," already has served thousands of people.



Marketing students have the opportunity to tailor their degree with a wide variety of courses, as well as several emphases, minors and certificates. Undergraduate emphases include Digital Marketing, Experiential and Sports Marketing, and Professional Sales. Graduate students may choose an MS in Marketing or an MBA with emphasis on Digital Marketing and Artificial Intelligence or Marketing Strategy.

Learn more about our Marketing Department programs today.

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cobe@uww.edu

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