

# Marketing



## Bachelor of Business Administration in Marketing

**Marketing is a dynamic field integrating a number of business activities.** This broad 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. Marketing encompasses analytical, creative, managerial, and sales functions. Examples include consumer research, product development, creation of advertising and promotions, direct sales, and managing pricing and distribution.

Students have the opportunity to tailor their degree with a wide variety of courses, as well as several emphases, minors and certificates in marketing. Emphases include digital marketing, experiential and sports marketing, and professional sales. The College of Business and Economics also offers a rich breadth of marketing co-curricular opportunities, including the internationally-acclaimed UW-Whitewater AMA student organization, the Institute for Sales Excellence, and the Institute for International Business Collaboration.

With a strong Partners in the Classroom program and career fairs organized for marketing and sales interests, graduates of the Bachelor of Business Administration in Marketing are in high demand and the program boasts a 100 percent placement rate within six months of graduation.



University of Wisconsin  
**Whitewater**

College of Business  
and Economics



[www.edu/cobe/bachelors/  
degrees-and-majors/marketing](http://www.edu/cobe/bachelors/degrees-and-majors/marketing)



# 98%

placement rate

# 30,000

active alumni

# \$59,652

average starting salary



## University of Wisconsin Whitewater

College of Business and Economics

### What would you do with this degree?

The field of marketing is incredibly broad and diverse. You can explore career prospects at the Bureau of Labor and Statistics, including those related to Advertising, Promotions and Marketing Managers as well as Sales Managers. Payscale.com is another source for salary and career information. Most employers require a bachelor's degree in marketing or a related field for entry-level positions.



### Common Employers

C.H. Robinson, Amazon,  
Gartner, J.J. Keller &  
Associates, PepsiCo



### Common Job Titles

Account Manager,  
Digital Marketing Manager,  
Marketing Associate,  
Merchandise Analyst



### Wisconsin's Largest Business School



**AACSB**  
ACCREDITED



**AACSB**  
ACCREDITED  
Accounting

