

# Online Marketing



## Online Bachelor of Business Administration in Marketing

**Marketing is a dynamic field integrating a number of business activities.** Marketing is the relationship builder between businesses and consumers. Marketing professionals work with companies of all sizes to develop new products and services, find new markets, and build long-term and mutually-beneficial relationships with customers. They form these relationships in-person, digitally, and/or through mobile marketing efforts. Marketing students learn about research, analysis, design, pricing, promotion, distribution, and strategy.

There are five emphases in the Marketing Major:

- Digital Marketing
- Experiential & Sports Marketing
- Professional Sales

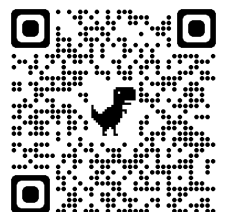


University of Wisconsin  
**Whitewater**

College of Business  
and Economics



[www.edu/online/bachelors/marketing](http://www.edu/online/bachelors/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. 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

