BUSINESS: MARKETING, MBA

Founded in 1900, the School of Business established one of the first five business programs in the nation. That entrepreneurial spirit remains strong.

As a student in the School of Business, you will find yourself inspired by peers, staff, alumni, business leaders, and world-renowned faculty who are focused, collaborative, and engaged in every aspect of the student experience. You will join a highly ranked program that equips you to meet both academic and career challenges. Employers value School of Business graduates because of the comprehensive preparation this learning environment provides. Graduates possess highly sought-after general management and specialized expertise in business.

Joining collaborative, inspiring, trustworthy, and progressive WSB alumni, Business Badgers graduate prepared to lead their organizations to success and transform the world of business. Together Forward!

BRAND AND PRODUCT MANAGEMENT

The Center for Brand and Product Management is the nation’s first university-based center focused on producing talent and knowledge in the field of brand and product management. The center was established to fill a gap—no one was training business students to be top-notch brand managers. Brand management is the one “specialty” that requires a breadth of business skills. The Center for Brand and Product Management’s unique environment—and uniquely effective blend of curriculum and applied learning—builds those skills. Since its inception in 2003, the Center for Brand and Product Management has had 100 percent internship placement and strong full-time placement at some of the best consumer-packaged-goods companies around the country. Students leave with a network, a community, and a portfolio of applied learning experiences. See the program website (https://wsb.wisc.edu/programs-degrees/mba/full-time/career-specializations/brand-product-management) for more information.

MARKETING RESEARCH

There is no better foundation for marketing action than marketing research. The A.C. Nielsen Center for Marketing Research offers the premier full-time MBA program with a specialization in marketing research. The center was established in 1990 and is built on the legacy and funding of the Arthur C. Nielsen Jr. family, pioneers in the field of marketing research. It was created to train MBA students in the specialized ideas, issues, and techniques of marketing research, as well as to help discover and disseminate new marketing research knowledge. See the program website (https://wsb.wisc.edu/programs-degrees/mba/full-time/career-specializations/marketing-research) for more information.

ADMISSIONS

Admission consideration for the MBA Program requires a four-year undergraduate degree or the equivalent, in any discipline, from an accredited institution. The School of Business seeks a minimum of two years of full-time work experience along with a strong undergraduate performance. In addition to academic credentials, GMAT scores and work experience, personal achievements, motivation, communication skills (written and oral), international exposure and recommendation letters are considered in the admission process at both the master’s and doctoral levels.

Note: The Graduate Management Admission Test (GMAT), taken within five years of the starting term, is required of all applicants to the School of Business; the Graduate Record Exam (GRE) may be an acceptable alternative on a case by case basis. All applicants whose native language is not English must submit scores from the Test of English as a Foreign Language (TOEFL), the Pearson Test of English (PTE), Intensive English as a Second Language (IELTS), or show the completion of an Interlink program. A minimum iBT TOEFL score of 100 or equivalent, obtained within two years of the intended start term, is required. International applicants who have completed a degree at an institution whose primary language of instruction was English may request a waiver of this requirement on the application.

HOW TO APPLY

Students interested in Business degrees do not apply through the Graduate School application system and should instead refer to the School of Business Admissions page. (https://wsb.wisc.edu/programs-degrees/mba/full-time/admissions)

FUNDING

GRADUATE SCHOOL RESOURCES

Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information (https://grad.wisc.edu/funding) is available from the Graduate School. Be sure to check with your program for individual policies and processes related to funding.

PROGRAM RESOURCES

Prospective students should see the program website for funding information.

REQUIREMENTS

MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum academic progress and degree requirements (http://guide.wisc.edu/graduate/#policiesandrequirementstext), in addition to the program requirements listed below.

MAJOR REQUIREMENTS

Note: The major is currently non-admitting. Students are admitted through one of the named options (sub-majors) below (p. 2).

MODE OF INSTRUCTION

Mode of Instruction Definitions

Evening/Weekend: These programs are offered in an evening and/or weekend format to accommodate working schedules. Enjoy the advantages of on-campus courses
and personal connections, while keeping your day job. For more information about the meeting schedule of a specific program, contact the program.

Online: These programs are offered primarily online. Many available online programs can be completed almost entirely online with all online programs offering at least 50 percent or more of the program work online. Some online programs have an on-campus component that is often designed to accommodate working schedules. Take advantage of the convenience of online learning while participating in a rich, interactive learning environment. For more information about the online nature of a specific program, contact the program.

Hybrid: These programs have innovative curricula that combine on-campus and online formats. Most hybrid programs are completed on-campus with a partial or completely online semester. For more information about the hybrid schedule of a specific program, contact the program.

Accelerated: These on-campus programs are offered in an accelerated format that allows you to complete your program in a condensed time-frame. Enjoy the advantages of on-campus courses with minimal disruption to your career. For more information about the accelerated nature of a specific program, contact the program.

CURRICULAR REQUIREMENTS

Minimum Credit Requirement 30 credits

Minimum Residence Credit Requirement 16 credits

Minimum Graduate Coursework Requirement Half of degree coursework (15 credits out of 30 total credits) must be completed graduate-level coursework; courses with the Graduate Level Coursework attribute are identified and searchable in the university’s Course Guide (https://registrar.wisc.edu/course-guide/).

Overall Graduate GPA Requirement 3.00 GPA required.

Other Grade Requirements The Graduate School requires an average grade of B or better in all coursework (300 or above, not including research credits) taken as a graduate student unless conditions for probationary status require higher grades. Grades of Incomplete are considered to be unsatisfactory if they are not removed during the next enrolled semester.

Assessments and Examinations Contact the program for information on required assessments and examinations.

Language Requirements Contact the program for information on any language requirements.

REQUIRED COURSES

Select a Named Option (p. 2) for courses required.

NAMED OPTIONS (SUB-MAJORS)

A named option is a formally documented sub-major within an academic major program. Named options appear on the transcript with degree conferral. Students pursuing the MBA in Business: Marketing must select one of the following named options:

- Business: Marketing: Market Research, MBA (http://guide.wisc.edu/graduate/marketing/business-marketing-mba/business-marketing-market-research-mba)

Policies

GRADUATE SCHOOL POLICIES

The Graduate School’s Academic Policies and Procedures (https://grad.wisc.edu/acadpolicy) provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required by the Graduate School lies with the degree program faculty. Policies set by the academic degree program can be found below.

MAJOR-SPECIFIC POLICIES

GRADUATE PROGRAM HANDBOOK

A Graduate Program Handbook containing all of the program’s policies and requirements is forthcoming from the program.

PRIOR COURSEWORK

Graduate Work from Other Institutions

No credits of prior coursework are allowed to satisfy requirements.

UW–Madison Undergraduate

No credits from a UW–Madison undergraduate degree are allowed to count toward the degree.

UW–Madison University Special

No credits of prior coursework are allowed to satisfy requirements.

PROBATION

The Graduate School regularly reviews the record of any student who earned grades of BC, C, D, F, or Incomplete in a graduate course (300 or above), or grade of U in research credits. This review could result in academic probation with a hold on future enrollment or in being suspended from the Graduate School.

ADVISOR / COMMITTEE

Every graduate student is required to have an advisor. To ensure that students are making satisfactory progress toward a degree, the Graduate School expects them to meet with their advisor on a regular basis.

An advisor generally serves as the thesis advisor. In many cases, an advisor is assigned to incoming students. Students can be suspended from the Graduate School if they do not have an advisor. An advisor is a faculty member, or sometimes a committee, from the major department responsible for providing advice regarding graduate studies.

A committee often accomplishes advising for the students in the early stages of their studies.

CREDITS PER TERM ALLOWED

15 credits
TIME CONSTRAINTS
Master's degree students who have been absent for five or more
consecutive years lose all credits that they have earned before their
absence. Individual programs may count the coursework students
completed prior to their absence for meeting program requirements;
that coursework may not count toward Graduate School credit
requirements.

OTHER
Students must be enrolled full time.

PROFESSIONAL DEVELOPMENT

GRADUATE SCHOOL RESOURCES
Take advantage of the Graduate School’s professional development
resources (https://grad.wisc.edu/pd) to build skills, thrive academically,
and launch your career.

LEARNING OUTCOMES
1. Clearly articulate a business recommendation based on a discovered
consumer insight. (Market Research Named Option)
2. Demonstrate a knowledge of or ability to grow business profitably
through marketing research efforts. (Market Research Named Option)
3. Articulate a business problem and translate it into a marketing
research question. (Market Research Named Option)
4. Evaluate a business problem and apply an appropriate marketing
research technique to address the problem. (Market Research Named Option)
5. Develop key elements of a brand’s business plan that drive growth.
(Product Management Named Option)
6. Perform business analytics used to improve a brand’s business results.
(Product Management Named Option)
7. Articulate a plan for achieving their industry professional aspirations.
(Market Research Named Option)
8. Demonstrate professional protocols for succeeding in the corporate
environment. (Product Management Named Option)
9. Summarize current challenges faced by the marketing research
industry and know potential solutions or how the industry is approaching
the challenge. (Market Research Named Option)
10. Effectively communicate in order to drive growth for their brand’s
business. (Product Management Named Option)
11. Understand how to lead a cross-functional brand and product team to
achieve a goal or an objective. (Product Management Named Option)

PEOPLE
Faculty: Professors O’Guinn (chair), Arora, Braker, Heide, Lim, Moreau,
Thompson; Associate Professors Epp, Liu, Peck, Tanner; Assistant
Professors Chung, Hoban, Mallucci, Polman, Weiss

ACCREDITATION

Accreditation
AACSB International—The Association to Advance Collegiate Schools of
Business (http://www.aacsb.edu)