BUSINESS: MARKETING, M.S.

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!

ADMISSIONS

This master’s program is offered for work leading to the Ph.D. Students may not apply directly for the master’s, and should instead see the admissions information for the Ph.D. (http://guide.wisc.edu/graduate/business-school-wide/business-phd/#text)

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.

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

MODE OF INSTRUCTION

<table>
<thead>
<tr>
<th>Mode of Instruction Definitions</th>
<th>Face to Face</th>
<th>Evening/Weekend</th>
<th>Online</th>
<th>Hybrid</th>
<th>Accelerated</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
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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

<table>
<thead>
<tr>
<th>Minimum Credit Requirement</th>
<th>30 credits</th>
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<table>
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<tr>
<th>Minimum Residence Credit Requirement</th>
<th>16 credits</th>
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<tr>
<th>Minimum Graduate Coursework Requirement</th>
<th>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 (<a href="https://registrar.wisc.edu/course-guide/">https://registrar.wisc.edu/course-guide/</a>).</th>
</tr>
</thead>
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<table>
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<tr>
<th>Overall Graduate GPA Requirement</th>
<th>3.00 GPA required.</th>
</tr>
</thead>
</table>

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<tr>
<th>Other Grade Requirements</th>
<th>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.</th>
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</table>

<table>
<thead>
<tr>
<th>Assessments and Examinations</th>
<th>Contact the program for information on required assessments and examinations.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Language</th>
<th>Contact the program for information on any language Requirements requirements.</th>
</tr>
</thead>
</table>

REQUIRED COURSES

This master’s degree is earned by students on the way to earning the Ph.D. in Business. Refer to the curricular requirements for specific tracks within the Business Ph.D. (http://guide.wisc.edu/graduate/business-school-wide/business-phd/#requirementstext) for required courses.

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*

With program approval, students are allowed to count no more than 9 credits of graduate coursework from other institutions. Coursework earned five or more years prior to admission to a master’s degree is not 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*

With program approval and payment of the difference in tuition (between special and graduate tuition), students are allowed to count no more than 9 credits of coursework numbered 700 or above taken as a UW–Madison University Special student. Coursework earned five or more years prior to the Master’s degree is not 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. (A.C. Nielsen Specialization)

2. Demonstrate knowledge of or ability to grow business profitably through marketing research efforts. (A.C. Nielsen Specialization)

3. Articulate a business problem and translate it into a marketing research question. (A.C. Nielsen Specialization)

4. Evaluate a business problem and apply an appropriate marketing research technique to address the problem. (A.C. Nielsen Specialization)

5. Develop key elements of a brand’s business plan that drive growth. (Brand Specialization)

6. Perform business analytics used to improve a brand’s business results. (Brand Specialization)

7. Articulate a plan for achieving their industry professional aspirations. (A.C. Nielsen Specialization)

8. Demonstrate professional protocols for succeeding in the corporate environment. (Brand Specialization)

9. Summarize current challenges faced by the marketing research industry and know potential solutions or how the industry is approaching the challenge. (A.C. Nielsen Specialization)

10. Effectively communicate in order to drive growth for their brand’s business. (Brand Specialization)

11. Understand how to lead a cross-functional brand and product team to achieve a goal or an objective. (Brand Specialization)

**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