

BUSINESS: MARKETING: MARKETING ANALYTICS AND INSIGHTS, MBA

Admissions to the Business: Marketing: Marketing Analytics and Insights, MBA will be suspended as of fall 2022 and will be discontinued as of fall 2023. If you have any questions, please contact the department.

This is a named option in the Business: Marketing MBA. (<http://guide.wisc.edu/graduate/marketing/business-marketing-mba/#text>)

Marketing action requires a balance of art and science, based on analytical thinking and a deep understanding of businesses and consumers. The A.C. Nielsen Center for Marketing Analytics and Insights offers the premier full-time MBA in Business: Marketing program with a named option in Marketing Analytics and Insights. 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-analytics-insights/>) for more information.

ADMISSIONS

Admissions to the Marketing Analytics and Insights named option have been suspended as of fall 2022. Students currently in the program will be supported and will be able to complete the program; however, no new students will be allowed to enroll in the named option. The School of Business now offers an updated Business: Marketing MBA degree. Additional information can be found on the Program Website (<https://wsb.wisc.edu/programs-degrees/mba/full-time/>).

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 restrictions related to funding.

PROGRAM RESOURCES

Learn about costs and financial assistance on the program website (<https://wsb.wisc.edu/programs-degrees/mba/full-time/admissions/tuition-costs-financial-aid-scholarships/>).

REQUIREMENTS

MINIMUM GRADUATE SCHOOL REQUIREMENTS

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

NAMED OPTION REQUIREMENTS

MODE OF INSTRUCTION

Face to Face	Evening/ Weekend	Online	Hybrid	Accelerated
Yes	No	No	No	No

Mode of Instruction Definitions

Accelerated: Accelerated programs are offered at a fast pace that condenses the time to completion. Students are able to complete a program with minimal disruptions to careers and other commitments.

Evening/Weekend: Courses meet on the UW–Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.

Face-to-Face: Courses typically meet during weekdays on the UW-Madison Campus.

Hybrid: These programs combine face-to-face and online learning formats. Contact the program for more specific information.

Online: These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

CURRICULAR REQUIREMENTS

Requirements Detail

Minimum Credit Requirement	55 credits
Minimum Residence Credit Requirement	42 credits
Minimum Graduate Coursework Requirement	Half of degree coursework (28 credits out of 55 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 (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

Code	Title	Credits
Year One		
<i>Fall Semester = 15 Credits</i>		
GEN BUS 704	Data to Decisions	2
ACCT I S 700	Financial Accounting	2
FINANCE 700	Introduction to Financial Management	2
MARKETNG 700	Marketing Management	2
OTM 700	Operations Management	2
M H R 706	Leading and Working in Teams	1
MARKETNG 710	Marketing Research	3
MARKETNG 840	Current Topics in Marketing Analytics & Insights	1
<i>Spring Semester = 13 Credits</i>		
M H R 723	Business Strategy	2
OTM 732	Economics for Managers	2
GEN BUS 710	Ethics, Integrity and Society	1
GEN BUS 725	Consulting Practicum	1
MARKETNG 737	New Product Innovation	3
MARKETNG 815	Marketing Analytics	3
MARKETNG 840	Current Topics in Marketing Analytics & Insights	1
<i>Summer Semester = 1 credit</i>		
GEN BUS 750	Professional Experience in Business	1
Year Two		

Fall Semester = 13 credits

GEN BUS 720	Data Visualization for Business Analytics	1
GEN BUS 740	Experiments and Causal Methods for Business Insights	2
GEN BUS 760	Data Technology for Business Analytics	3
MARKETNG 840	Current Topics in Marketing Analytics & Insights	1
Electives		6

Spring Semester = 13 credits

MARKETNG 805	Qualitatively-Based Marketing Insights	3
MARKETNG 770	Marketing Consulting Practicum	4
Electives		6
Total Credits		55

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.

NAMED OPTION-SPECIFIC POLICIES

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.

GRIEVANCES AND APPEALS

These resources may be helpful in addressing your concerns:

- Bias or Hate Reporting (<https://doso.students.wisc.edu/bias-or-hate-reporting/>)
- Graduate Assistantship Policies and Procedures (<https://hr.wisc.edu/policies/gapp/#grievance-procedure>)
- Hostile and Intimidating Behavior Policies and Procedures (<https://hr.wisc.edu/hib/>)
 - Office of the Provost for Faculty and Staff Affairs (<https://facstaff.provost.wisc.edu/>)
- Dean of Students Office (<https://doso.students.wisc.edu/>) (for all students to seek grievance assistance and support)
- Employee Assistance (<http://www.eao.wisc.edu/>) (for personal counseling and workplace consultation around communication and conflict involving graduate assistants and other employees, post-doctoral students, faculty and staff)
- Employee Disability Resource Office (<https://employeedisabilities.wisc.edu/>) (for qualified employees or applicants with disabilities to have equal employment opportunities)
- Graduate School (<https://grad.wisc.edu/>) (for informal advice at any level of review and for official appeals of program/departmental or school/college grievance decisions)
- Office of Compliance (<https://compliance.wisc.edu/>) (for class harassment and discrimination, including sexual harassment and sexual violence)
- Office of Student Conduct and Community Standards (<https://conduct.students.wisc.edu/>) (for conflicts involving students)
- Ombuds Office for Faculty and Staff (<http://www.ombuds.wisc.edu/>) (for employed graduate students and post-docs, as well as faculty and staff)
- Title IX (<https://compliance.wisc.edu/titleix/>) (for concerns about discrimination)

Any student who feels that they have been mistreated by a faculty or staff member has the right to lodge a complaint. Complaints may concern course grades, classroom treatment, program admission, or other issues. To ensure a prompt and fair hearing of any complaint and to protect both the student's rights and the person at whom the complaint is addressed, the grievance procedures below are used in the Wisconsin School of Business.

The person whom the complaint is directed against must be an employee of the School of Business. Any student or potential student may use these procedures unless other campus rules or contracts cover the complaint:

1. If the student feels comfortable/safe doing so, the student should first talk with the person against whom the grievance

is directed. Most issues can be settled at this level. If the complaint is directed against a teaching assistant (TA) and the student is not satisfied after discussion of the grievance with the TA, the next step would be to talk to the TA's supervisor, who is usually the course professor. If the complaint is still not resolved satisfactorily, the student may continue to step 2.

2. If the complaint involves an academic department, the student should contact the chair of the department. The chair will attempt to resolve the problem informally. If this cannot be done to the student's satisfaction, the student may submit the grievance to the chair in writing. This must be done within 60 calendar days of the alleged unfair treatment.
 - a. If the complaint does not involve an academic department, the procedure outlined in Step 4 below should be followed.
3. On receipt of a written complaint, the chair will refer the matter to a departmental committee, which will obtain a written response from the person at whom the complaint is directed. This response shall be shared with the person filing the grievance. The chair will provide a written decision within 30 days to the student on the action taken by the committee.
4. If either party is not satisfied with the decision, they have five working days from receipt of the decision to contact the dean's office (at the number below), indicating the intention to appeal. If the complaint does not involve an academic department in the school, the student must contact the dean's office within 60 calendar days of the alleged unfair treatment.
5. In either case, there will be an attempt to resolve the issue informally by the appropriate associate dean. If this cannot be done, the complaint can be filed in writing with the Office of the Dean. This must be done within 10 working days of the time the appealing party was notified that informal resolution was unsuccessful.
6. On receipt of such a written complaint, the Chief Diversity and Inclusion Officer will convene a subcommittee of relevant stakeholders pending the nature of the issue. This subcommittee may ask for additional information from the parties involved and may hold a hearing at which both parties will be asked to speak separately. The subcommittee will then make a written recommendation to the dean of the School of Business who will render a decision. Unless a longer time is negotiated, this written decision shall be made within 20 working days from when the grievance was filed with the Office of the Dean.

Questions about these procedures can be directed to the School of Business, Office of the Dean, 4339 Grainger, 975 University Avenue, 608-262-7867.

State law contains additional provisions regarding discrimination and harassment. Wisconsin Statutes 36.12 reads, in part: "No student may be denied admission to, participation in or the benefits of, or be discriminated against in any service, program, course or facility of the system or its institutions or center because of the student's race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual orientation, pregnancy, marital status or parental status." In addition, UW-System prohibits discrimination based on gender identity or gender expression. Students have the right to file discrimination and harassment complaints with the Office of Compliance, 361 Bascom Hall, 608-265-6018, uwcomplianceoffice@wisc.edu.

The Graduate School has procedures for students wishing to appeal a grievance decision at the school/college level. These policies are

described in the Graduate School's Academic Policies and Procedures:
<https://grad.wisc.edu/documents/grievances-and-appeals/>

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.

PEOPLE

A.C. NIELSEN CENTER FOR MARKETING ANALYTICS AND INSIGHTS

For information about the faculty and their research interests, please visit the directory (<https://wsb.wisc.edu/faculty-research/academic-departments/marketing/faculty/>).

Neeraj Arora, MBA, Ph.D.
Professor
Faculty Director
neeraj.arora@wisc.edu

Kristin Branch, BBA, MBA
Faculty Associate
Director
kristin.branch@wisc.edu

Sarah Kervin
Assistant Director
sarah.kervin@wisc.edu