

BUSINESS: MARKETING: MARKETING ANALYTICS AND INSIGHTS, MBA

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/>)