

# BUSINESS: MARKETING: MARKETING ANALYTICS AND INSIGHTS, MBA

## 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 ( <a href="https://registrar.wisc.edu/course-guide">https://registrar.wisc.edu/course-guide</a> ( <a href="https://registrar.wisc.edu/course-guide/">https://registrar.wisc.edu/course-guide/</a> )).
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
<b>Year One</b>		
<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
<b>Year Two</b>		
<i>Fall Semester = 13 credits</i>		
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
<i>Spring Semester = 13 credits</i>		
MARKETNG 805	Qualitatively-Based Marketing Insights	3
MARKETNG 770	Marketing Consulting Practicum	4
Electives		6
<b>Total Credits</b>		<b>55</b>