

BUSINESS: MARKETING, 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.

MAJOR REQUIREMENTS CURRICULAR REQUIREMENTS

Requirements Detail

Minimum Credit Requirement	See Named Options for policy information.
Minimum Residence Credit Requirement	See Named Options for policy information.
Minimum Graduate Coursework Requirement	Half of degree coursework 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	n/a
Language Requirements	n/a

REQUIRED COURSES

Select a Named Option (p. 1) for courses required.

NAMED OPTIONS

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:

View as listView as grid

- BUSINESS: MARKETING: MARKETING ANALYTICS AND INSIGHTS, MBA ([HTTP://GUIDE.WISC.EDU/GRADUATE/MARKETING/BUSINESS-MARKETING-MBA/BUSINESS-MARKETING-MARKET-ANALYTICS-INSIGHTS-MBA/](http://guide.wisc.edu/graduate/marketing/business-marketing-mba/business-marketing-market-analytics-insights-mba/))
- BUSINESS: MARKETING: PRODUCT MANAGEMENT, MBA ([HTTP://GUIDE.WISC.EDU/GRADUATE/MARKETING/BUSINESS-MARKETING-MBA/BUSINESS-MARKETING-PRODUCT-MANAGEMENT-MBA/](http://guide.wisc.edu/graduate/marketing/business-marketing-mba/business-marketing-product-management-mba/))