

# BUSINESS: MARKETING, MBA

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 Wisconsin School of Business alumni, Business Badgers graduate prepared to lead their organizations to success and transform the world of business. Together Forward!

## PRODUCT MANAGEMENT

The Center for Brand and Product Management is the nation's first university-based center focused on producing talent and knowledge in the field of brand and product management. The center was established to fill a gap—no one was training business students to be top-notch brand managers. Brand management is the one “specialty” that requires a breadth of business skills. The Center for Brand and Product Management's unique environment—and uniquely effective blend of curriculum and applied learning—builds those skills. Since its inception in 2003, the Center for Brand and Product Management has had 100 percent internship placement and strong full-time placement at some of the best consumer-packaged-goods companies around the country. Students leave with a network, a community, and a portfolio of applied learning experiences. See the program website (<https://wsb.wisc.edu/programs-degrees/mba/full-time/career-specializations/brand-product-management/>) for more information.

## MARKETING ANALYTICS & INSIGHTS

There is no better foundation for marketing action than marketing research. The A.C. Nielsen Center for Marketing Research offers the premier full-time MBA in Business: Marketing program with a named option in Marketing Analytics & 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.