BUSINESS: MARKETING, M.S.

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

ADMISSIONS

This master’s program is offered for work leading to the Ph.D. Students may not apply directly for the master’s, and should instead see the admissions information for the Ph.D. (http://guide.wisc.edu/graduate/business-school-wide/business-phd/#text)

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.

REQUIREMENTS

MINIMUM GRADUATE SCHOOL REQUIREMENTS

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

MAJOR REQUIREMENTS

MODE OF INSTRUCTION

<table>
<thead>
<tr>
<th>Mode of Instruction</th>
<th>Face to Face</th>
<th>Evening/Weekend</th>
<th>Online</th>
<th>Hybrid</th>
<th>Accelerated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

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.

CURRICULAR REQUIREMENTS

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit Requirement</td>
<td>30 credits</td>
</tr>
<tr>
<td>Minimum Residence Credit Requirement</td>
<td>16 credits</td>
</tr>
<tr>
<td>Minimum Graduate Coursework Requirement</td>
<td>Half of degree coursework (15 credits out of 30 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>).</td>
</tr>
<tr>
<td>Overall Graduate GPA Requirement</td>
<td>3.00 GPA required</td>
</tr>
<tr>
<td>Other Grade Requirements</td>
<td>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.</td>
</tr>
</tbody>
</table>

Assessments and Examinations

Contact the program for information on required assessments and examinations.

Language

Contact the program for information on any language Requirements requirements.

REQUIRED COURSES

This master’s degree is earned by students on the way to earning the Ph.D. in Business. Refer to the curricular requirements for specific tracks within the Business Ph.D. (http://guide.wisc.edu/graduate/business-school-wide/business-phd/#requirementstext) for required courses.

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.
MAJOR-SPECIFIC POLICIES

PRIOR COURSEWORK
Graduate Work from Other Institutions
With program approval, students are allowed to count no more than
9 credits of graduate coursework from other institutions. Coursework
earned five or more years prior to admission to a master’s degree is not
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
With program approval and payment of the difference in tuition (between
special and graduate tuition), students are allowed to count no more than
9 credits of coursework numbered 700 or above taken as a UW–Madison
University Special student. Coursework earned five or more years prior to
the Master’s degree is not 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://
  facstaffprovost.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://
  employee/disabilities.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.

LEARNING OUTCOMES

1. Clearly articulate a business recommendation based on a discovered consumer insight. (A.C. Nielsen Specialization)

2. Demonstrate a knowledge of or ability to grow business profitably through marketing research efforts. (A.C. Nielsen Specialization)

3. Articulate a business problem and translate it into a marketing research question. (A.C. Nielsen Specialization)

4. Evaluate a business problem and apply an appropriate marketing research technique to address the problem. (A.C. Nielsen Specialization)

5. Develop key elements of a brand’s business plan that drive growth. (Brand Specialization)

6. Perform business analytics used to improve a brand’s business results. (Brand Specialization)

7. Articulate a plan for achieving their industry professional aspirations. (A.C. Nielsen Specialization)

8. Demonstrate professional protocols for succeeding in the corporate environment. (Brand Specialization)

9. Summarize current challenges faced by the marketing research industry and know potential solutions or how the industry is approaching the challenge. (A.C. Nielsen Specialization)

10. Effectively communicate in order to drive growth for their brand’s business. (Brand Specialization)

11. Understand how to lead a cross-functional brand and product team to achieve a goal or an objective. (Brand Specialization)

PEOPLE

For more information about the faculty and their research interests, please visit the directory (https://bus.wisc.edu/faculty-research/faculty-directory/).

Neeraj Arora, MBA, Ph.D.
Professor
Executive Director of the A.C. Nielsen Center for Marketing Research
neeraj.arora@wisc.edu

Kevin Chung, B.A., M.S., Ph.D.
Assistant Professor
kevin.chung@wisc.edu

Amber Epp, B.A., M.A., Ph.D.
Associate Professor
amber.epp@wisc.edu

Cheng He, B.S., M.S., Ph.D.
Assistant Professor
cheng.he@wisc.edu

Jan Heide, B.S., MBA, Ph.D.
Professor
jan.heide@wisc.edu

Paul Hoban, B.A., Ph.D.
Assistant Professor
paul.hoban@wisc.edu

Qing Liu, B.S., M.S., Ph.D.
Associate Professor
qliu@bus.wisc.edu

Page Moreau, B.A., MBA, Ph.D.
Professor
Faculty Director of the Center for Brand and Product Management
page.moreau@wisc.edu

Jack Nevin, B.S., M.S., Ph.D.
Professor Emeritus
Chair of Marketing
Business: Marketing, M.S.

jack.nevin@wisc.edu

Thomas O’Guinn, Ph.D.
Professor
thomas.oguinn@wisc.edu

Joann Peck, B.S., MBA, Ph.D.
Associate Professor
joann.peck@wisc.edu

Evan Polman, M.S., Ph.D.
Associate Professor
evan.polman@wisc.edu

Robin Tanner, B.S., MBA, Ph.D.
Associate Professor
rtanner@bus.wisc.edu

Craig Thompson, B.S., Ph.D.
Professor
craig.thompson@wisc.edu

Liad Weiss, B.S., M.A., M.S., Ph.D.
Assistant Professor
liad.weiss@wisc.edu

ACCREDITATION

AACSB International—The Association to Advance Collegiate Schools of Business (http://www.aacsb.edu/)