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!

CURRICULAR REQUIREMENTS

<table>
<thead>
<tr>
<th>REQUIREMENTS</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>30 credits</td>
</tr>
<tr>
<td>Credit</td>
<td>Requirement</td>
</tr>
<tr>
<td>Minimum</td>
<td>16 credits</td>
</tr>
<tr>
<td>Residence</td>
<td>Credit Requirement</td>
</tr>
<tr>
<td>Graduate</td>
<td>Requirement</td>
</tr>
<tr>
<td>Coursework</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</td>
<td>3.00 GPA required.</td>
</tr>
<tr>
<td>Graduate GPA</td>
<td>Requirement</td>
</tr>
<tr>
<td>Other Grade</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>
<tr>
<td>Requirements</td>
<td>Contact the program for information on required assessments and examinations.</td>
</tr>
<tr>
<td>Language</td>
<td>Contact the program for information on any language requirements.</td>
</tr>
</tbody>
</table>

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

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://
  facstaff.provost.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)

Students should contact the department chair or program director with
questions about grievances.

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

Faculty: Professors O’Guinn (chair), Arora, Braker, Heide, Lim, Moreau, Thompson; Associate Professors Epp, Liu, Peck, Tanner; Assistant Professors Chung, Hoban, Mallucci, Polman, Weiss

ACCREDITATION

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