BUSINESS: MARKETING, M.S.

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://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)

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.