

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

Requirement Detail	
Minimum Credit Requirement	54 credits
Minimum Residence Credit Requirement	48 credits
Minimum Graduate Coursework Requirement	27 credits must be graduate-level coursework. Refer to the Graduate School: Minimum Graduate Coursework (50%) Requirement policy: https://policy.wisc.edu/library/UW-1244 (https://policy.wisc.edu/library/UW-1244/).
Overall Graduate GPA Requirement	3.00 GPA required. Refer to the Graduate School: Grade Point Average (GPA) Requirement policy: https://policy.wisc.edu/library/UW-1203 (https://policy.wisc.edu/library/UW-1203/).
Other Grade Requirements	Students may be required to retake a course in which they receive a grade lower than a C.
Assessments and Examinations	No required assessments or examinations beyond course requirements.
Language Requirements	No language requirements.

REQUIRED COURSES

Code	Title	Credits
Core Courses		
ACCT I S 700	Financial Accounting	2
FINANCE 700	Introduction to Financial Management	2
GEN BUS 704	Data to Decisions	2
GEN BUS 710	Ethics, Integrity and Society	1
GEN BUS 725	Consulting Practicum	1
M H R 706	Leading and Working in Teams	1
M H R 723	Business Strategy	2
MARKETNG 700	Marketing Management	2
OTM 700	Operations and Supply Chain Management	2

OTM 732	Economics for Managers	2
Specialization Courses		
MARKETNG 710	Marketing Research	3
MARKETNG 737	New Product Innovation	3
MARKETNG 755	Marketing in a Digital Age	3
MARKETNG 770	Marketing Consulting Practicum	4
MARKETNG 815	Marketing Analytics	3
MARKETNG 840	Current Topics in Marketing ¹	3
Electives ²		18
Total Credits		54

¹ Students will take this 1 credit repeatable course during the first three semesters of the program.

² Any course numbered 700 or above offered by the School of Business (including departments: ACCT I S, ACT SCI, FINANCE, GEN BUS, INFO SYS, INTL BUS, M H R, MARKETNG, OTM, REAL EST, or R M I) can be used to complete the required elective credits.