

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. Details can be found in the Graduate School's 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. This program follows the Graduate School's policy: <https://policy.wisc.edu/library/UW-1203> (<https://policy.wisc.edu/library/UW-1203/>).

Other Grade Requirements The Graduate School requires that students maintain a graduate grade-point average (GPA) of 3.00 (on a 4.00 scale) for all graduate courses (excluding research) to receive a degree. Grades of Incomplete are considered to be unsatisfactory if they are not removed during the first four weeks of the following semester. 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
Required Core Courses		
ACCT IS 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 Management	2
OTM 732	Economics for Managers	2

Required 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 700+ level course offered by the School of Business (including departments: ACCT IS, 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.