MANAGEMENT, MS: MARKETING

From the expanding presence of social media that empowers customers, to the downward pressure on prices due to increased competition, the rules of marketing continue to be rewritten. Today the number of media options that consumers turn to is in the hundreds of thousands, and businesses must find a way to position themselves strategically and cost effectively.

The STEM-Designated MS-Marketing concentration provides knowledge to strategically position an organization—whether consumer or B2B—for competitive advantage, focusing on marketing strategy, marketing research, consumer behavior, and internet marketing. Additional emphasis on international operations delivers the tools needed to understand and overcome the economic, cultural, political, and legal barriers to international marketing.

Admission Requirements

Application Deadlines

Application deadlines vary by program, please review the application deadline chart (http://uwm.edu/graduateschool/program-deadlines/) for specific programs. Other important dates and deadlines can be found by using the One Stop calendars (https://uwm.edu/onestop/dates-and-deadlines/).

Admission

An applicant must meet Graduate School requirements (http://uwm.edu/graduateschool/admission/) plus the following program requirements to be considered for admission:

- A bachelor's degree from an accredited college or university.
- Submission of score on the Graduate Management Admission Test (GMAT) (http://uwm.edu/graduateschool/admission/#gmat).
- Review by the Master of Science Program Committee to assess academic achievement and ability to do intensive graduate-level work.

Applicants admitted to the MS program may be required to complete management foundation courses. Individual areas of concentration require different foundation courses. (See Lubar College of Business MBA/M.S. brochure and the Lubar College of Business Website (http://www4.uwm.edu/business/) for details.) Foundation courses will be waived if students have completed equivalent coursework. Credits earned in these courses do not count toward the degree.

Students select the area of concentration most suited to their educational goals. The areas of concentration in the program are:

- Accounting (first professional degree—open only for students with non-accounting majors at baccalaureate level);
- Professional Accounting (program open to students who have completed an undergraduate degree in accounting);
- Finance Analysis;
- Marketing;
- Taxation.

If a student is waived out of a required course, an approved elective course must be substituted in its place and approved by Graduate Program Services (Lubar N458).

The major professor, in consultation with the student, reviews the student's academic background and career goals and designs an appropriate program of study consistent with degree requirements. In developing a program of study for a student who has no undergraduate background in business administration, care is taken to ensure a basic exposure to different aspects of the management field as well as an in-depth preparation in the chosen field of specialization.

Credits and Courses

The minimum degree requirement for the Master of Science in Management degree concentrations varies from 30-33 graduate credits. In the 30-credit concentrations, at least 18 credits must be taken in the Lubar College of Business.

Electives provide distinction to each individual program. Through proper selection and packaging, each student can design a program to meet individual educational objectives while maintaining a high degree of academic strength. These courses may be selected from the many available in the Lubar College of Business, or from among those offered in graduate programs of other UWM departments.

Marketing

Code	Title	Credits
Core		
BUS ADM 762	Marketing Research	3
BUS ADM 764	Buyer Behavior and Marketing Communications	3
BUS ADM 765	Strategic Product and Brand Management [1]	3
BUS ADM 795	Seminar-in-Management: (Ideas & Applications of Data Science in Different Fields)	3
or BUS ADM 767	Ideas and Applications of Data Science in Different Fields	
BUS ADM 806	International Marketing	3
BUSMGMT 708	Marketing Strategy: Concepts and Practice	3
BUSMGMT 709	Predictive Analytics for Managers	3
Electives		
Select three courses from the following list:		9
BUS ADM 544	New Product Development	
BUS ADM 761	Seminar in Marketing: (current topics)	
BUS ADM 763	Marketing Analytics	
BUS ADM 766	Marketing for Nonprofit Organizations	
BUS ADM 769	Database Marketing	
BUS ADM 894	Internet Marketing	
BUS ADM 899	Management Research Project/Thesis	
BUSMGMT 713	Entrepreneurship: Venture Creation and Management	
Total Credits		**30**

[1] Integrating course

Additional Requirements

Students in the MS program have the option of doing a management research project. This option gives students the opportunity to apply methodological techniques and area studies. The urban location and strong ties with the business sector provide opportunities for student projects.

Major Professor as Advisor

Students in the MS program must choose a major professor during the first ten weeks of their first semester of graduate enrollment to advise and supervise their studies. A listing of faculty by area of interest is sent to each MS student to aid in their selection of a major professor. This list is also available in the Graduate Programs Services office, Lubar N251.

The Management Research Project/Thesis

The Management Research Project/Thesis is a variable 2-6 credit management research project.

Comprehensive Examination

Students must pass a final oral examination if they choose a 4-6-credit management research project or thesis.

Time Limit

The student must complete all degree requirements within five years of initial enrollment. In areas of concentration in which the total number of degree credits required exceeds 30, the student must complete all degree requirements within seven years of initial enrollment.

Accelerated Program Option

This program is offered as part of an accelerated graduate program. For more information, see Accelerated Graduate Degrees (https://catalog.uwm.edu/opportunities-resources/accelerated-graduate-degrees/).