The Graduate Certificate in Marketing is designed for students who desire a sequence of graduate-level courses that focus specifically on marketing topics. The certificate spans key topics that are relevant in today’s ever-changing landscape, such as marketing research, product and brand management, internet marketing, marketing analytics, and more. Lubar academic faculty, together with experienced marketing executives, will bring their real-world experience to the classroom, providing students with the knowledge needed to advance their practice.

This program can be completed as a standalone certificate or in combination with a master’s degree program.

### Admission Requirements

#### Application Deadlines
Application deadlines vary by program, please review the application deadline chart ([http://uwm.edu/graduateschool/program-deadlines/](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/](https://uwm.edu/onestop/dates-and-deadlines/)).

#### Application
- Students wishing to obtain this certificate must declare their intention by applying to the program office or director.
- All graduate certificate applicants—even those already enrolled in a UWM graduate program—must apply to the Graduate School through the Panthera Admission Application ([https://graduateschool-apply.uwm.edu/](https://graduateschool-apply.uwm.edu/)).
- Graduate degree and previously admitted graduate non-degree students who decide to pursue a certificate program must submit the Panthera application before completing 6 credits in the certificate sequence.
- Applicants must possess a baccalaureate degree and have a minimum 2.75 cumulative undergraduate grade point average to be admitted in to a certificate program.

#### Admission
Students currently enrolled in a UWM graduate program are eligible to earn the Graduate Certificate in Marketing. Persons not currently enrolled must apply for admission to the Certificate and must possess, at a minimum, a bachelor’s degree with an overall GPA of 2.75 or better.

### Credits and Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Courses</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>BUS ADM 762</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>BUS ADM 765</td>
<td>Strategic Product and Brand Management</td>
<td></td>
</tr>
<tr>
<td>BUS ADM 894</td>
<td>Internet Marketing</td>
<td></td>
</tr>
<tr>
<td>Electives - Choose two courses from the list below:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>BUS ADM 544</td>
<td>New Product Development</td>
<td></td>
</tr>
<tr>
<td>BUS ADM 761</td>
<td>Seminar in Marketing</td>
<td></td>
</tr>
<tr>
<td>BUS ADM 763</td>
<td>Marketing Analytics</td>
<td></td>
</tr>
<tr>
<td>BUS ADM 764</td>
<td>Buyer Behavior and Marketing Communications</td>
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</tr>
</tbody>
</table>

**Total Credits**: 15

### Additional Requirements

#### Transfer Credit
No more than 20% of the required credits may be taken at an institution other than UWM. A maximum of one three-credit course from another AACSB-accredited graduate program may be transferred. These courses are subject to Graduate School transfer policy.

#### Grade Point Average Requirement
A minimum cumulative 3.00 grade point average in certificate courses taken at UWM is required.

#### Articulation with Degree Programs
1. Credits and courses required for a certificate may double count toward meeting UWM graduate degree requirements subject to the following restrictions:
   - Degree programs must approve the courses from certificates that can double count toward the degree.
   - All credits taken in completion of certificate requirements may count towards a UWM graduate degree as long as they do not contribute more than 90% of the total credits needed to obtain the degree. (Note: Students in PhD programs must still complete the minimum residency requirements)
   - Certificate courses used toward meeting degree requirements must be completed within the time limit for transfer credit.

2. Courses completed for a degree may be counted toward a subsequent certificate, subject to all certificate policy requirements.
3. A course may count toward no more than one certificate and one degree.
4. Students may not earn a certificate subsequent to a concentration in the same area.

### Time Limit
Certificate program time limits shall be established as follows:

- 18 or fewer credits/Three years from initial enrollment in the certificate sequence.
- 19 or more credits/Four years from initial enrollment in the certificate sequence.

For certificates that are designed as add-ons to degree programs and are awarded concurrent with the degree, the time limit shall be the same as that of the degree program.