

# MARKETING, GRADUATE CERTIFICATE

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/>) for specific programs. Other important dates and deadlines can be found by using the One Stop calendars (<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 (<https://uwm.edu/applygrad/>).
- Graduate degree and previously admitted graduate non-degree students who decide to pursue a certificate program must submit the 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 into 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

Code	Title	Credits
<b>Required Courses</b>		<b>9</b>
BUS ADM 762	Marketing Research	
BUS ADM 765	Strategic Product and Brand Management	
BUS ADM 894	Internet Marketing	
<b>Electives - Choose two courses from the list below:</b>		<b>6</b>
BUS ADM 544	New Product Development	
BUS ADM 761	Seminar in Marketing:	
BUS ADM 763	Marketing Analytics	
BUS ADM 764	Buyer Behavior and Marketing Communications	
BUS ADM 766	Marketing for Nonprofit Organizations	

BUS ADM 769	Database Marketing
BUS ADM 806	International Marketing

**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.