

# MASTER OF SCIENCE IN MANAGEMENT **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 Marketing program integrates new research and the tools necessary to advance the knowledge of marketing professionals.

## **Required Courses (21 credits)**

BUS ADM 762	Marketing Research
BUS ADM 764	Buyer Behavior and Marketing Communications
BUS ADM 765	Strategic Product and Brand Management
BUS ADM 767	Seminar-in-Management: Ideas & Applications of Data Science in Different Fields
BUS ADM 806	International Marketing
BUS MGMT 708	Marketing Strategy: Concepts and Practice
BUS MGMT 709	Predictive Analytics for Managers

## **Elective Courses (9 credits)**

**Choose three courses from the following:**

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 Thesis/Project
BUS MGMT 713	Entrepreneurship: Venture Creation and Management

**Degree completion: 30 Credits**

Students admitted to the MS - Marketing program without sufficient background must complete the following additional course:  
BUS ADM 701 Business Mathematics, 2 cr. (C- or better grade required).

# MS MANAGEMENT: MARKETING

## COURSE MAPPING

### Full Time Student (Fall Start)

#### Fall One

BUS MGMT 709 Predictive Analytics for Managers  
BUS ADM 765 Strategic Product and Brand Management  
MS Elective

#### Spring

BUS ADM 762 Marketing Research  
BUS ADM 806 International Marketing  
BUS ADM 764 Buyer Behavior and Marketing Communications

#### Summer

BUS MGMT 708 Marketing Strategy: Concepts and Practice

#### Fall Two

BUS ADM 795 Seminar-in-Management: Ideas & Applications of Data Science in Different Fields  
MS Elective  
MS Elective

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### Full Time Student (Spring Start)

#### Spring One

BUS MGMT 709 Predictive Analytics for Managers  
BUS ADM 762 Marketing Research  
BUS ADM 806 International Marketing

#### Summer

BUS MGMT 708 Marketing Strategy: Concepts and Practice

#### Fall

BUS ADM 765 Strategic Product and Brand Management  
BUS ADM 795 Seminar-in-Management: Ideas & Applications of Data Science in Different Fields  
MS Elective

#### Spring Two

BUS ADM 764 Buyer Behavior and Marketing Communications  
MS Elective  
MS Elective

\*Summer start, parttime, and other sequences are available. Sequences listed are most common and assume foundation courses have been completed.

## FOR MORE INFORMATION:

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