

Lubar College of Business  
Master of Science in Management  
Concentration: Marketing

Name:  
UWM Student ID:  
Major Professor:  
Five Year Time Limit Ends After:  
Prepared by Academic Advisor:

**Foundation Courses (0-2 Credits If Needed)**

Course	Title	Credits	Completed OR Grade	Special Notes
Bus Adm 701	Business Mathematics	2		

**Required Courses (18 Credits)**

Course	Title	Credits	Progress	Special Notes
Bus Adm 762	Marketing Research	3		
Bus Adm 764	Consumer Behavior	3		
Bus Adm 765 <sup>^</sup>	Strategic Product and Brand Management	3		
Bus Adm 806	International Marketing	3		
Bus Mgmt 708	Marketing Strategy: Concepts and Practice	3		
Bus Mgmt 709	Data Analysis for Management Applications	3		

<sup>^</sup> Designated Integrating Course

**Electives (12 Credits unless otherwise noted)**

Course/Grade	Credits	Special Notes
Elective 1	3	
Elective 2	3	
Elective 3	3	
Elective 4	3	
Elective 5+	3	

\* indicates an "In Progress" course

+ Additional Electives if needed

"AS" indicates "Advanced Standing" the course is not needed

**Elective Options**

Bus Adm 761	Seminar in Marketing (current topics)	Bus Adm 894	Internet Marketing
Bus Adm 763	Marketing Analytics	Bus Adm 899	Management Research Thesis/Project
Bus Adm 766	Marketing for Nonprofit Organizations	Bus Mgmt 713	Entrepreneurship: Venture Creation and Manager
Bus Adm 769	Database Marketing		

Major Professor Signature: \_\_\_\_\_

Date: