

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

<b>Name:</b>	<b>Major Professor:</b>
<b>UWM Student ID:</b>	<b>Five Year Time Limit Ends After:</b>
<b>Admitted Term:</b>	<b>Date:</b>
<b>Prepared by Academic Advisor:</b>	

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

Course	Number of Credits	Grade
BUS ADM 701: Business Math (C- or better)	2	

**Required Courses (21 Credits)**

Course	Number of Credits	Grade
BUS ADM 762 Marketing Research	3	
BUS ADM 764 Buyer Behavior and Marketing Communications	3	
BUS ADM 765 Strategic Product and Brand Management*	3	
BUS ADM 806 International Marketing	3	
BUS MGMT 708 Marketing Strategy: Concepts and Practice	3	
BUS MGMT 709 Predictive Analytics for Managers	3	
BUS ADM 767 (was 795) Ideas and Applications of Data Science in Different Fields	3	

**Elective Courses (9 Credits)**

Course and Grade
MS Elective 1:
MS Elective 2:
MS Elective 3:
MS Elective 4 (will indicate "Needed", if needed):
MS Elective 5 (will indicate "Needed", if needed):

BA: BUS ADM    BM: BUS MGMT    \*: In Progress    AS: Advanced Standing

**Choose from the following electives**

**Elective Options**

BUS ADM 544G New Product Development	BUS ADM 769 Database Marketing
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 Management

Answers to Common Questions

- Some courses are only offered in Fall or Spring terms.
- Additional course prerequisites may be required.
- Lubar Graduate Certificates can double count between MBA or MS Curriculum and your Certificate Curriculum, please see your Academic Advisor for additional information.
- All Electives are 3 credits, unless otherwise noted (Example: "BA 715 (2)").
- If "AS" granted for a core course, an elective will need to replace it.

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

Date: \_\_\_\_\_