

# Lubar College of Business

## MS in Management Marketing

<b>Name:</b>
UWM Student ID
<b>Additional certificate</b>
Primary Advisor
<b>Admit Term</b>
Seven Year Time Limit Ends After:
<b>Date of printing</b>

Foundation Coursework (5 credits)	Credits	Grade
BUS ADM 701: Business Mathematics (C- or better)	2	

MBA Core Coursework (24 credits)	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 767 Seminar in Management: Ideas and Applications of Data Science in Different Fields	3	
BUS ADM 806 International Marketing	3	
BUS MGMT 708 Marketing Strategy: Concepts and Practice	3	
BUS MGMT 709 Predictive Analytics for Managers	3	

Electives (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):

**AS stands for Advanced Standing.**  
AS in a Foundation Course, you are waived from the class.  
AS in a Core Course, you are waived from that class, but will have to substitute it with an additional elective.

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

