

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
Required Courses		9
BUS ADM 762	Marketing Research	
BUS ADM 765	Strategic Product and Brand Management	
BUS ADM 894	Internet Marketing	
Electives - Choose two courses from the list below:		6
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.