Program Change Request

Date Submitted: 04/12/19 11:00 am

Viewing: MR : Marketing Analytics and Insights Market Research
Parent Plan: MAJ: Bus: Marketing MBA
Last approved: 09/25/18 5:23 pm
Last edit: 08/14/19 10:23 am
Changes proposed by: smkahn

Business: Marketing: Market Research, MBA
Catalog Pages Using this Program

Name of the school or college academic planner who you consulted with on this proposal.

Proposal Abstract/Summary:
The terms 'Market Research' and even 'Marketing Research' are outdated terms for the area of marketing we focus on as well as the industry our graduates enter for their careers. This proposal is to update the name of our program as well as to update curriculum to support the new name.

If approved, what term should the proposed change be effective?
Fall 2020 (1212)

Select yes if this proposal is only to add, remove, or rearrange curricular requirements, and will change less than 50% of the curriculum.
No

Basic Information

Program State: Active
Type of Program: Named Option
Parent Program: MAJ: Bus: Marketing MBA
Parent Audience: Graduate or professional
Parent Home Department: MARKETING
School/College: School of Business

The program will be governed by the home department/academic unit as specified. Will an additional coordinating or oversight committee be established for the program?
No

Parent is in the Graduate School: Yes
SIS Code: MR
SIS Description: Marketing Research

In Workflow
1. MARKETING Dept. Approver
2. BUS School Admin Reviewer
3. BUS School Approver
4. APIR Admin
5. GFEC Approver
6. UAPC Approver
7. APIR Admin
8. Registrar
9. Publication Ready

Approval Path
1. 04/12/19 11:05 am
   Sharon M Kahn
   {smkahn}: Approved for MARKETING Dept. Approver
2. 04/18/19 1:39 pm
   Sharon M Kahn
   {smkahn}: Approved for BUS School Admin Reviewer
3. 04/18/19 1:44 pm
   Sharon M Kahn
   {smkahn}: Approved for BUS School Approver
4. 08/05/19 1:59 pm
   Nicole Wiessinger
   {wiessinger}: Rollback to BUS School Approver for APIR Admin
5. 08/16/19 11:52 am
   Ella Mae Matsumura
   {emmatum}: Approved for BUS School Approver
6. 08/16/19 12:13 pm
   Nicole Wiessinger
   {wiessinger}: Approved for APIR Admin

History
Transcript Title: Marketing Analytics and Insights

Will this name change apply to all enrolled students in the same term (turn-key)?
Yes

Named Options: MR: Marketing Research
PRODGMT: Product Management

Does the parent program offer this as an additional major as well?
No

Roles by Responsibility: List one person for each role in the drop down list. Use the green + to create additional boxes.

<table>
<thead>
<tr>
<th>Role Type</th>
<th>Name (Last, First)</th>
<th>Email</th>
<th>Phone</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Director</td>
<td>Arora, Neeraj</td>
<td><a href="mailto:arora@wisc.edu">arora@wisc.edu</a></td>
<td>608/262-1990</td>
<td></td>
</tr>
<tr>
<td>Primary Contact</td>
<td>Branch, Kristin</td>
<td><a href="mailto:kjbranch@wisc.edu">kjbranch@wisc.edu</a></td>
<td>608/262-9116</td>
<td></td>
</tr>
<tr>
<td>Department Chair</td>
<td>Oguinn, Thomas Clayton Gibson</td>
<td><a href="mailto:oguinn@wisc.edu">oguinn@wisc.edu</a></td>
<td>608/630-2404</td>
<td></td>
</tr>
</tbody>
</table>

List the departments that have a vested interest in this proposal.

<table>
<thead>
<tr>
<th>Departments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing (MARKETING)</td>
</tr>
</tbody>
</table>

Are all program reviews in the home academic unit up to date? Yes
Are all assessment plans in the home academic unit up to date? Yes
Are all assessment reports in the home academic unit up to date? Yes

Mode of Delivery: Face-to-Face (majority face-to-face courses)

Will this program be part of a consortial or collaborative arrangement with another college or university? No
Will instruction take place at a location geographically separate from UW-Madison? No
Parent has outside accreditation: Yes

Parent Guide
Accreditation tab

Accreditation
AACSB International—The Association to Advance Collegiate Schools of Business

Graduates of parent program seek licensure or certification after graduation. No
Year of three year check-in to GFEC (3 years after first student enrollment): 2023-24
Year of first program review (5 years after first student enrollment): 2025-26

If this proposal is approved, describe the implementation plan and timeline.

We aspire to gain campus approval fall semester in 2019. If this is accomplished, we will activate most implementation steps in summer of 2020. This will include updating the School of Business website and marketing materials in hopes of having all updates fully ready by the time fall 2020 starts and we begin recruiting an incoming class.

Rationale and Justifications

https://next-guide.wisc.edu/courseleaf/approve/?role=GRAD SCH Dept. Approver
How does the named option relate to the major and to other named options in the major, if relevant?

The parent degree - MBA in Marketing has two named options: Market Research, which is the one we are updating, and Product Management. The two are 'sister programs' and do some events together but largely are independent. The update to 'Marketing Analytics and Insights' is not likely to impact the other Named Option. The management team of the other Named Option has been fully a part of the long term planning process that accompanied this name and curriculum change.

What is the rationale for this change?

Our current name of 'Market Research' is outdated and doesn't indicate the recent shift to the more analytical nature of marketing. The updated name and curriculum more accurately reflect what the industry is expecting of our graduates and align with how the industry refers to our niche within marketing.

What evidence do you have that these changes will have the desired impact?

The desired impact is to be more current with industry as well as indicate the analytical nature of our curriculum. We do anticipate this being positively reflected in our number of applications to our program, which we should see in the application process for the Class of 2022.

What is the potential impact of the proposed change(s) on enrolled students?

Students entering the program this fall of 2019 (Class of 2021) will fully execute the degree plan impacted by this new name and curriculum. The students who are currently in the program (Class of 2020) will execute the Degree Plan currently in place. Those students will be encouraged to take the new required classes as electives.

What is the potential impact of the proposed change(s) on faculty and staff?

This proposal does not impact current A.C. Nielsen Center faculty & staff. We will no longer be requiring the EdPsych 773 class.

The new classes we are adding were developed for the recently approved Business Analytics masters program. We are requiring three of those classes to be added to our degree plan: 1. Data Visualization for Business Analytics (GEN BUS 720) 2. Experimentation and Causal Analysis for Business Insight (GEN BUS 740) 3. Data Technology for Business Analytics (GEN BUS 760).

Currently we have <10 students/year in this degree plan. Given the current projections for the business analytics masters program, the three classes above should be able to absorb our MBA students.

Faculty and Staff Resources

Confirm that the program advisor(s) or coordinator(s) have been consulted and reviewed this proposal.

Resources, Budget, and Finance

Is this a revenue program? No

What is the tuition structure for this program?

Profession-specific tuition, Regent-approved

Given considerations associated with the proposed change, describe the academic unit's fiscal capacity to support the instructional and curricular requirements, academic and career advising, student support services, technology needs, and relevant assessment of student learning and program review requirements. Is there sufficient capacity in the curricular and academic support services to meet the additional workload? For research graduate programs, include information on how the program will be administered and how student funding will be handled. For undergraduate programs, include information on academic advising, career advising, student support services.

All program administration will remain the same as currently structured in the A.C. Nielsen Center.
Does the program or change require substantial new resources other than those just described? Describe the needs. Confirm that the dean is committed to providing the resources.

The three classes we are now requiring exist in the Business Analytics masters program. Given the current projections for the business analytics enrollment, these classes have room to accommodate the additional ~10 students in this named option.

Curriculum and Requirements

If you are proposing a change to the curriculum, what percentage of the curriculum is changing?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30% of the curriculum will change</td>
<td></td>
</tr>
</tbody>
</table>

Admission consideration for the MBA Program requires a four-year undergraduate degree or the equivalent, in any discipline, from an accredited institution. The School of Business seeks a minimum of two years of full-time work experience along with a strong undergraduate performance. In addition to academic credentials, GMAT or GRE scores, work experience, personal achievements, motivation, communication skills (written and oral), and recommendation letter(s) are considered in the admission process.

Note: The Graduate Management Admission Test (GMAT) or the Graduate Record Exam (GRE), taken within five years of the starting term, is required of all applicants to the School of Business; All applicants whose native language is not English must submit scores from the Test of English as a Foreign Language (TOEFL), the Pearson Test of English (PTE), Intensive English as a Second Language (IELTS), or show the completion of an Interlink program. A minimum IBT TOEFL score of 100 or equivalent, obtained within two years of the intended start term, is required. International applicants who have completed a degree at an institution whose primary language of instruction was English may request a waiver of this requirement on the application.

How to Apply

Students interested in Business degrees do not apply through the Graduate School application system and should instead refer to the School of Business Admissions page.

Guide Admissions/How to Get In tab

Admission consideration for the MBA Program requires a four-year undergraduate degree or the equivalent, in any discipline, from an accredited institution. The School of Business seeks a minimum of two years of full-time work experience along with a strong undergraduate performance. In addition to academic credentials, GMAT scores and work experience, personal achievements, motivation, communication skills (written and oral), international exposure and recommendation letters are considered in the admission process at both the master’s and doctoral levels.

Note: The Graduate Management Admission Test (GMAT), taken within five years of the starting term, is required of all applicants to the School of Business; the Graduate Record Exam (GRE) may be an acceptable alternative on a case by case basis. All applicants whose native language is not English must submit scores from the Test of English as a Foreign Language (TOEFL), the Pearson Test of English (PTE), Intensive English as a Second Language (IELTS), or show the completion of an Interlink program. A minimum IBT TOEFL score of 100 or equivalent, obtained within two years of the intended start term, is required. International applicants who have completed a degree at an institution whose primary language of instruction was English may request a waiver of this requirement on the application.

How to Apply

Students interested in Business degrees do not apply through the Graduate School application system and should instead refer to the School of Business Admissions page.

Those who are not familiar with using the html editor fields may upload a document with information about the curriculum for use by those who will format and edit the content that will appear in the Guide.

Parent Requirements
Approved Shared Content from /shared/graduate-minimum-degree-requirements-and-satisfactory-progress/

Minimum Graduate School Requirements

Review the Graduate School minimum academic progress and degree requirements, in addition to the program requirements listed below.

Major Requirements

Note: The major is currently non-admitting. Students are admitted through one of the named options (sub-majors) below.

MODE OF INSTRUCTION

<table>
<thead>
<tr>
<th>Mode of Instruction</th>
<th>Face to Face</th>
<th>Evening/Weekend</th>
<th>Online</th>
<th>Hybrid</th>
<th>Accelerated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Mode of Instruction Definitions

Approved Shared Content from /shared/graduate-school-mode-instruction-definitions/

**Evening/Weekend:** These programs are offered in an evening and/or weekend format to accommodate working schedules. Enjoy the advantages of on-campus courses and personal connections, while keeping your day job. For more information about the meeting schedule of a specific program, contact the program.

**Online:** These programs are offered primarily online. Many available online programs can be completed almost entirely online with all online programs offering at least 50 percent or more of the program work online. Some online programs have an on-campus component that is often designed to accommodate working schedules. Take advantage of the convenience of online learning while participating in a rich, interactive learning environment. For more information about the online nature of a specific program, contact the program.

**Hybrid:** These programs have innovative curricula that combine on-campus and online formats. Most hybrid programs are completed on-campus with a partial or completely online semester. For more information about the hybrid schedule of a specific program, contact the program.

**Accelerated:** These on-campus programs are offered in an accelerated format that allows you to complete your program in a condensed time-frame. Enjoy the advantages of on-campus courses with minimal disruption to your career. For more information about the accelerated nature of a specific program, contact the program.

CURRICULAR REQUIREMENTS

University General Education Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit Requirement</td>
<td>54 credits</td>
</tr>
<tr>
<td>Minimum Residence Credit</td>
<td>42 credits</td>
</tr>
<tr>
<td>Minimum Graduate Coursework</td>
<td>Half of degree coursework (27 credits out of 54 total credits) must be completed graduate-level coursework; courses with the Graduate Level Coursework attribute are identified and searchable in the university's Course Guide (<a href="https://registrar.wisc.edu/course-guide/">https://registrar.wisc.edu/course-guide/</a>).</td>
</tr>
<tr>
<td>Overall Graduate GPA Requirement</td>
<td>3.00 GPA required.</td>
</tr>
<tr>
<td>Other Grade Requirements</td>
<td>The Graduate School requires an average grade of B or better in all coursework (300 or above, not including research credits) taken as a graduate student unless conditions for probationary status require higher grades. Grades of Incomplete are considered to be unsatisfactory if they are not removed during the next enrolled semester.</td>
</tr>
<tr>
<td>Assessments and Examinations</td>
<td>Contact the program for information on required assessments and examinations.</td>
</tr>
<tr>
<td>Language Requirements</td>
<td>Contact the program for information on any language requirements.</td>
</tr>
</tbody>
</table>

Required COURSES

Select a Named Option for courses required.

Named Options (Sub-Majors)
A named option is a formally documented sub-major within an academic major program. Named options appear on the transcript with degree conferral. Students pursuing the MBA in Business: Marketing must select one of the following named options:

**Business: Marketing: Market Research, MBA**

**Business: Marketing: Product Management, MBA**

Guide Requirements tab

Approved Shared Content from /shared/graduate-minimum-degree-requirements-and-satisfactory-progress/

Minimum Graduate School Requirements

Review the Graduate School minimum academic progress and degree requirements, in addition to the program requirements listed below.

Named Option Requirements

## MODE OF INSTRUCTION

<table>
<thead>
<tr>
<th>Mode of Instruction</th>
<th>Face to Face</th>
<th>Evening/Weekend</th>
<th>Online</th>
<th>Hybrid</th>
<th>Accelerated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Mode of Instruction Definitions

**Evening/Weekend:** These programs are offered in an evening and/or weekend format to accommodate working schedules. Enjoy the advantages of on-campus courses and personal connections, while keeping your day job. For more information about the meeting schedule of a specific program, contact the program.

**Online:** These programs are offered primarily online. Many available online programs can be completed almost entirely online with all online programs offering at least 50 percent or more of the program work online. Some online programs have an on-campus component that is often designed to accommodate working schedules. Take advantage of the convenience of online learning while participating in a rich, interactive learning environment. For more information about the online nature of a specific program, contact the program.

**Hybrid:** These programs have innovative curricula that combine on-campus and online formats. Most hybrid programs are completed on-campus with a partial or completely online semester. For more information about the hybrid schedule of a specific program, contact the program.

**Accelerated:** These on-campus programs are offered in an accelerated format that allows you to complete your program in a condensed time-frame. Enjoy the advantages of on-campus courses with minimal disruption to your career. For more information about the accelerated nature of a specific program, contact the program.

## CURRICULAR REQUIREMENTS

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit Requirement</td>
<td>54 credits</td>
</tr>
<tr>
<td>Minimum Residence Credit</td>
<td>42 credits</td>
</tr>
<tr>
<td>Minimum Graduate Coursework Requirement</td>
<td>Half of degree coursework (27 credits out of 54 total credits) must be completed graduate-level coursework; courses with the Graduate Level Coursework attribute are identified and searchable in the university's Course Guide (<a href="https://registrar.wisc.edu/course-guide/">https://registrar.wisc.edu/course-guide/</a>).</td>
</tr>
</tbody>
</table>
### Required COURSES

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year One</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall Semester = 15 Credits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEN BUS 704</td>
<td>Data to Decisions</td>
<td>2</td>
</tr>
<tr>
<td>ACCT 15 700</td>
<td>Financial Accounting</td>
<td>2</td>
</tr>
<tr>
<td>FINANCE 700</td>
<td>Introduction to Financial Management</td>
<td>2</td>
</tr>
<tr>
<td>MARKETING 700</td>
<td>Marketing Management</td>
<td>2</td>
</tr>
<tr>
<td>OTM 700</td>
<td>Operations Management</td>
<td>2</td>
</tr>
<tr>
<td>MHR 706</td>
<td>Leading and Working in Teams</td>
<td>1</td>
</tr>
<tr>
<td>MARKETING 710</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 765</td>
<td>Contemporary Topics</td>
<td>1</td>
</tr>
<tr>
<td>MARKETING 840</td>
<td>Current Topics in Marketing Analytics &amp; Insights</td>
<td>1</td>
</tr>
<tr>
<td>Spring Semester = 13 Credits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MHR 723</td>
<td>Business Strategy</td>
<td>2</td>
</tr>
<tr>
<td>OTM 732</td>
<td>Economics for Managers</td>
<td>2</td>
</tr>
<tr>
<td>GEN BUS 710</td>
<td>Ethics, Integrity and Society</td>
<td>1</td>
</tr>
<tr>
<td>MATH/STAT 803</td>
<td>Experimental Design I</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 725</td>
<td>Consulting Practicum</td>
<td>1</td>
</tr>
<tr>
<td>MARKETING 737</td>
<td>Creating Breakthrough New Products</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 815</td>
<td>Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 765</td>
<td>Contemporary Topics</td>
<td>1</td>
</tr>
<tr>
<td>MARKETING 840</td>
<td>Current Topics in Marketing Analytics &amp; Insights</td>
<td>1</td>
</tr>
<tr>
<td><strong>Year Two</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall Semester = 13 credits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEN BUS 720</td>
<td>Data Visualization for Business Analytics</td>
<td>1</td>
</tr>
<tr>
<td>GEN BUS 740</td>
<td>Experiments and Causal Methods for Business Insights</td>
<td>2</td>
</tr>
<tr>
<td>GEN BUS 760</td>
<td>Data Technology for Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 840</td>
<td>Current Topics in Marketing Analytics &amp; Insights</td>
<td>1</td>
</tr>
<tr>
<td>Electives</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>MARKETING 765</td>
<td>Contemporary Topics</td>
<td>1</td>
</tr>
<tr>
<td>Spring Semester = 13 credits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EDPSYCH 773</td>
<td>Factor Analysis, Multidimensional Scaling and Cluster Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 805</td>
<td>Qualitatively-Based Marketing Insights</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 765</td>
<td>Contemporary Topics (Topic: Consumer Insights Consulting Practicum)</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 765</td>
<td>Contemporary Topics</td>
<td>1</td>
</tr>
<tr>
<td>MARKETING 770</td>
<td>Marketing Consulting Practicum</td>
<td>4</td>
</tr>
<tr>
<td>Electives</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>54</td>
</tr>
</tbody>
</table>

Total credits required: 54
Approved Shared Content from /shared/graduate-school-policies/

Graduate School Policies

The Graduate School’s Academic Policies and Procedures provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required by the Graduate School lies with the degree program faculty. Policies set by the academic degree program can be found below.

Major-Specific Policies

Graduate Program Handbook

A Graduate Program Handbook containing all of the program’s policies and requirements is forthcoming from the program.

Prior Coursework

Graduate Work from Other Institutions

No credits of prior coursework are allowed to satisfy requirements.

UW–Madison Undergraduate

No credits from a UW–Madison undergraduate degree are allowed to count toward the degree.

UW–Madison University Special

No credits of prior coursework are allowed to satisfy requirements.

Probation

The Graduate School regularly reviews the record of any student who earned grades of BC, C, D, F, or incomplete in a graduate course (300 or above), or grade of U in research credits. This review could result in academic probation with a hold on future enrollment or in being suspended from the Graduate School.

ADVISOR / COMMITTEE

Every graduate student is required to have an advisor. To ensure that students are making satisfactory progress toward a degree, the Graduate School expects them to meet with their advisor on a regular basis.

An advisor generally serves as the thesis advisor. In many cases, an advisor is assigned to incoming students. Students can be suspended from the Graduate School if they do not have an advisor. An advisor is a faculty member, or sometimes a committee, from the major department responsible for providing advice regarding graduate studies.

A committee often accomplishes advising for the students in the early stages of their studies.

CREDITS PER TERM ALLOWED

15 credits

Time Constraints

Master’s degree students who have been absent for five or more consecutive years lose all credits that they have earned before their absence.

Individual programs may count the coursework students completed prior to their absence for meeting program requirements; that coursework may not count toward Graduate School credit requirements.

Other

Students must be enrolled full time.
Approved Shared Content from /shared/graduate-school-policies/

Graduate School Policies

The Graduate School’s Academic Policies and Procedures provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required by the Graduate School lies with the degree program faculty. Policies set by the academic degree program can be found below.

Named Option-Specific Policies

Graduate Program Handbook

A Graduate Program Handbook containing all of the program’s policies and requirements is forthcoming from the program.

Prior Coursework

Graduate Work from Other Institutions

No credits of prior coursework are allowed to satisfy requirements.

UW–Madison Undergraduate

No credits from a UW–Madison undergraduate degree are allowed to count toward the degree.

UW–Madison University Special

No credits of prior coursework are allowed to satisfy requirements.

Probation

The Graduate School regularly reviews the record of any student who earned grades of BC, C, D, F, or Incomplete in a graduate course (300 or above), or grade of U in research credits. This review could result in academic probation with a hold on future enrollment or in being suspended from the Graduate School.

ADVISOR / COMMITTEE

Every graduate student is required to have an advisor. To ensure that students are making satisfactory progress toward a degree, the Graduate School expects them to meet with their advisor on a regular basis.

An advisor generally serves as the thesis advisor. In many cases, an advisor is assigned to incoming students. Students can be suspended from the Graduate School if they do not have an advisor. An advisor is a faculty member, or sometimes a committee, from the major department responsible for providing advice regarding graduate studies.

A committee often accomplishes advising for the students in the early stages of their studies.

CREDITS PER TERM ALLOWED

15 credits

Time Constraints

Master’s degree students who have been absent for five or more consecutive years lose all credits that they have earned before their absence.

Individual programs may count the coursework students completed prior to their absence for meeting program requirements; that coursework may not count toward Graduate School credit requirements.

Other

Students must be enrolled full-time.

Program Learning Outcomes and Assessment
Design and manage marketing research studies to answer specific research questions. (Marketing Analytics & Insights Named Option)
Articulate a business problem and translate it into a set of marketing research questions. (Marketing Analytics & Insights Named Option)
Effectively communicate and defend business recommendations using consumer insights from the marketing analytics and insights they design and discover. (Marketing Analytics & Insights Named Option)
Demonstrate a knowledge of how to grow business profitably through marketing analytics and insights. (Marketing Analytics & Insights Named Option)
Understand and adopt suitable qualitative and quantitative methodologies for the studies they design. (Marketing Analytics & Insights Named Option)
Perform business analytics used to improve a brand's business results. (Product Management Named Option)
Develop key elements of a brand's business plan that drive growth. (Product Management Named Option)
Demonstrate professional protocols for succeeding in the corporate environment. (Product Management Named Option)
Effectively communicate in order to drive growth for their brand's business. (Product Management Named Option)
Understand how to lead a cross-functional brand and product team to achieve a goal or an objective. (Product Management Named Option)

Summarize the assessment plan.

---

**Commitments**

- All required courses are approved through the school/college level.
  - Yes
- Courses are offered on a regular basis to allow timely completion.
  - Yes
- Courses have enrollment capacity.
  - Yes
- Students may complete only 1 named option within a plan code.
  - Yes
- The program faculty/staff will ensure the program website, Advance Your Career materials if applicable, and other presentations are consistent with the Guide information for this program.
  - Yes

---

**Supporting Information**

List name and department of those who are in support of this proposal.

If those supporting the proposal provided a letter or email of support upload here. A letter is NOT required. Upload any other explanatory information about support from other UW-Madison units.

Additional Information:

---

**Approvals**
Department Approval - This proposal has been approved by the faculty at the department/academic unit level. The program faculty confirm that the unit has the capacity and resources (financial, physical, instructional, and administrative) to meet the responsibilities associated with offering the program, including offering the necessary courses, advising students, maintaining accurate information about the program in the Guide and elsewhere, conducting student learning assessment and program review, and otherwise attend to all responsibilities related to offering this program.

Enter any notes about approval here:  
Approved, Marketing Dept (3/28/2019)  
Approved, WSB Master's Curriculum Committee (4/3/2019)  
Approved, WSB APC (4/11/19)  
Entered by: Sharon Kahn  
Date entered: 4/12/2019

School/College Approval - This proposal has been approved at the school/college level and it is submitted with the Dean's support. The Dean and program faculty confirm that the unit has the capacity and resources (financial, physical, instructional, and administrative) to meet the responsibilities associated with offering the program, including offering the necessary courses, advising students, maintaining accurate information about the program in the Guide and elsewhere, conducting student learning assessment and program review, and otherwise attend to all responsibilities related to offering this program.

Enter any notes about approval here:  
Approved, WSB Faculty (4/15/2019)  
Entered by and date:  
Sharon Kahn  
Date entered: 4/18/2019

GFEC Approval - This proposal has been approved by the Graduate Faculty Executive Committee and the Dean of the Graduate School.

Enter any notes about the approval here:

UFAC Approval - This proposal has been approved by the University Academic Planning Council and the Provost.

Enter any notes about approval here:

For Administrative Use

Admin Notes:

Guide URL:

Effective date:

SIS Short  Market Res

Description:

Other plan codes associated with this program:

Educational Innovation Program:

Distance Education Program:

Non Traditional Program:

Special Plan Type:
<table>
<thead>
<tr>
<th>Reviewer</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sharon M Kahn (smkahn)</td>
<td>Several courses referenced here are in the course proposal process, either as new courses or course changes. These courses are on the agenda for the WSB faculty meeting on 4/29/19. If approved, they will be forwarded to UCC at that time.</td>
</tr>
<tr>
<td>Nicole Wiessinger (wiessinger)</td>
<td>Rollback: Rolling back per email with Ella Mae to adjust effective dates to Fall 2020.</td>
</tr>
</tbody>
</table>