

DEPARTMENT OF MARKETING

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Overview

Earning an MS in Marketing or one of the marketing certificates will assist in advancing the careers of business professionals or recent graduates who have already earned their bachelor's degrees. Certificate earners may focus on digital marketing and artificial intelligence or strategic decision-making in entrepreneurial and global brand contexts. Those choosing to pursue the full MS in Marketing degree will explore these topics and more, including using critical thinking to analyze marketing problems, developing effective marketing strategies, and using data to inform marketing decisions in the global marketplace.

Program Coordinator

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Major in Marketing

- Marketing (MS) (<http://uww-public.courseleaf.com/graduate/business-economics/marketing/marketing-ms/>)

Certificates in Marketing

- Digital Marketing and Artificial Intelligence (<http://uww-public.courseleaf.com/graduate/business-economics/marketing/digital-marketing-and-artificial-intelligence/>)
- Marketing Strategy (<http://uww-public.courseleaf.com/graduate/business-economics/marketing/marketing-strategy/>)