

# Advance your career in marketing.

Digital technology, artificial intelligence, and data analytics are revolutionizing consumer behavior and the field of marketing. As a result, firms need qualified marketers who can manage strategy and data-based decision-making while navigating a rapidly changing ecosystem.

The online MS in Marketing is a 30-credit program that emphasizes critical thinking and analysis of complex marketing problems, developing effective strategies and tactics appropriate to the environment, and leveraging consumer insights and artificial intelligence for digital marketing in a global context.

## Why UW-Whitewater Online?

- ✓ Flexible and convenient for your schedule
- ✓ Top-notch, 100% doctoral instructors
- ✓ Strong alumni network
- ✓ AACSB accreditation

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### Fully online

No requirements to come to campus.

### Skill Development

Advanced skill development in cutting-edge practices.

### AACSB-Accredited

Largest AACSB-accredited business school in Wisconsin.

## Online Master of Science in Marketing



### Curriculum

The MS in Marketing curriculum is drawn from marketing, analytics, and MBA courses. The core requirements include marketing courses representing key strategic areas in the field, in addition to two analytics courses. Two electives round out the degree plan. For more information, see [graduate admission](#)



**criteria (<http://www-public.courseleaf.com/graduate/graduate-school-policies-procedures-university-information/admission/>).**

**To earn the UW-Whitewater Online MS in Marketing, you must complete:**



## Admission Requirements

To ensure a high quality graduate student group, all MS in Marketing students must have a bachelor's degree from a recognized institution and meet **graduate admission criteria (<http://www-public.courseleaf.com/graduate/graduate-school-policies-procedures-university-information/admission/>)**, in addition to one of the MS in Marketing admission criteria provided below. Many applicants will qualify for admission without GMAT/GRE scores.



## Career Outcomes

Digital and artificial intelligence technology, along with the ability to leverage marketing data, have brought sweeping changes to consumer behavior and the marketing discipline.

Marketers must use advanced skills and knowledge to manage strategy and marketing decisions while firms experience radical changes to their business models.

According to the Occupational Outlook Handbook from the Bureau of Labor Statistics, careers related to marketing — including **marketing managers (<https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>)**, **market research analysts (<https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>)**, **public relations specialists (<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>)** (including social media) and marketing specialists — are expected to grow faster than average from 2022 to 2032 with an expected growth rate ranging from 6-13%. Employment growth will be driven by an increasing use of data and market research across many industries, including big data associated with social media comments, online product reviews, and other sources that provide insights on consumer behaviors and preferences.

In 2022, marketing managers earned a national median pay of \$140,040 per year, market research analysts earned a national median pay of \$68,230, and public relations specialist (including social media) earned a national median pay of \$67,440. While most entry-level positions require a bachelor's degree, master's degrees help differentiate job applicants and those with master's degrees can have the best job outlook.





## Tuition

Online business graduate programs at UW-Whitewater are a superior value at **\$678 USD per credit for the 2023-24 academic year** — whether you are a Wisconsin resident, an out-of-state student, or an international student.

# Master of Science in Marketing - Online Graduate Certificates



## Online Graduate Certificates Overview

Designed to put you in control of your educational path, graduate certificates in Marketing from the University of Wisconsin-Whitewater get you into the virtual classroom quickly and on your schedule.



### Digital Marketing and Artificial Intelligence - Online Graduate Certificate

The online Digital Marketing and Artificial Intelligence graduate certificate will help prepare students for strategic decision-making in the emerging field of digital marketing.



### Marketing Strategy - Online Graduate Certificate

Organizations are competing in a global business environment shaped by rapid innovation. The online Marketing Strategy graduate certificate will prepare students to manage marketing strategy and understand how it fits within a comprehensive marketing plan.

(online/certificates/digital-marketing)



(online/certificates/marketing-strategy)



## Find Out More

Are you ready to redefine your future? Get started by requesting information or take a test drive to experience easier and more engaging learning.

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([online/request-info](https://www.uww.edu/online/request-info))

Test Drive  
([online/testdrive](https://www.uww.edu/online/testdrive))

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