

Master of Marketing Research Student Record Planning Form

Effective Fall 2009

Name _____ ID# _____

(H) Phone _____ (W)Phone _____ Email _____

Pre-Program/Background Courses

Waiver*	Term	Grade	Course and Title
_____	_____	_____	MS 251—Statistical Analysis for Business Decisions
_____	_____	_____	PAPA 412/420—Quantitative Analysis (<i>Statistical Analysis through SPSS</i>)

* T=Course Required W=Course Waived ?=Course Syllabus needed

Common Body of Business Knowledge (CBBK) Courses

Waiver*	Term	Grade	Course and Title	Waiver Course
_____	_____	_____	MBA 521—Quantitative Analysis	_____
_____	_____	_____	MBA 522—Decision Making in Organizations	_____
_____	_____	_____	ACCT 524—Accounting for MBA's	_____
_____	_____	_____	MKTG 525—Marketing Analysis and Applications for Managerial Decision Making	_____
_____	_____	_____	CMIS 526—Information Systems and Technology	_____
_____	_____	_____	FIN 527—Corporate Finance	_____
_____	_____	_____	ECON 528—Managerial Economics	_____
_____	_____	_____	PROD 529—Operations Management and Process Analysis	_____

* T=Course Required W=Course Waived ?=Course Syllabus needed

Advisor Signature _____ Date _____

MMR Program Courses (all required)

Term	Grade	Course	Term Offered	Prerequisite
_____	_____	MKTG 530 Marketing Planning & Strategy	Fall Term	MKTG 525
_____	_____	MKTG 540 Buyer Behavior	Spring I Term	MKTG 525
_____	_____	MKTG 541 Product Management	Fall Term	MKTG 525
_____	_____	MKTG 544 Marketing Information & Research	Fall Term	MKTG 525
_____	_____	MKTG 546 Research Design & Data Collection	Spring I Term	MKTG 544
_____	_____	MKTG 548 Marketing Research Methodology	Spring II Term	MKTG 546
_____	_____	MKTG 550 Marketing Research Project & Strategy	Sum & Fall Term	MKTG 530, 544, 546, 548

MMR Elective Courses (3 courses required)

_____	_____	MKTG 532 Services Marketing	_____	_____	STAT 487 Non-parametric Statistics
_____	_____	MKTG 534 Advertising Research	_____	_____	STAT 583 Survey Sampling
_____	_____	MKTG 560 Special Topics in Marketing Research	_____	_____	STAT 589 Multivariate Analysis
_____	_____	MKTG 561 Database Marketing			
_____	_____	MKTG 562 Syndicated Data Analysis			
_____	_____	MKTG 595 Seminar in Marketing			

MMR WAIVER POLICY Effective Fall 2009

Waivers of Foundation Courses are Subject to the Following Conditions:

- A. All waivers are contingent upon admission to the MMR Program. Students who are admitted as exceptions may be required to take all of the foundation courses regardless of their academic backgrounds.
- B. Courses upon which waivers are based must have been part of a coherent degree program completed within seven (7) years of the date of application.
- C. Work or life experience may be used as a basis for requesting permission to take one or more proficiency examinations.
- D. In cases where titles are not descriptive of course content, students will be asked to submit a catalog description. In cases when course descriptions are not sufficient, the student may be asked to supply course syllabi to permit satisfactory evaluation.
- E. Waivers will not be granted for credit earned from (1) schools that are not accredited by their regional accrediting association; (2) programs and courses that are not also offered on the main campus of the institution; or (3) programs that lead to a Master of Management or similar degree title that are offered through extension services and are not directly controlled by the School of Business of that institution.

Courses Taken Elsewhere Must be Equivalent to Appropriate SIUE Courses. Course Work Required to Waive Pre-Entry/Foundation Courses is:

MS	251	“B” or better in a Business Statistics course comparable to MS 251.
PAPA	420/412	Appropriate experience in SPSS/SAS as verified through the MMR Program Director.
MBA	521	“B” or better in a Quantitative Analysis course or waived upon the approval of the Program Director.
MBA	522	“B” or better in a Decision Making in Organizations course or waived upon the approval of the Program Director.
ACCT	524	“B” or better in an Accounting for MBA’s course or waived upon the approval of the Program Director.
MKTG	525	“B” or better in a Marketing Analysis and Applications for Managerial Decision Making course or waived upon the approval of the Program Director.
CMIS	526	“B” or better in an Information Systems and Technology course or waived upon the approval of the Program Director.
FIN	527	“B” or better in a Corporate Finance course or waived upon the approval of the Program Director.
ECON	528	“B” or better in a Managerial Economics course or waived upon the approval of the Program Director.
PROD	529	“B” or better in an Operations Management and Process Analysis course or upon the approval of the Program Director.



TRANSFER POLICY

No More Than 9 Hours of Core and Elective Courses May be Transferred

1. Courses must have been taken at an AACSB accredited School of Business within 6 years of the anticipated graduation date from SIUE.
2. An earned grade of “B” or better is required.
3. Transfer credit is subject to approval of the Associate Dean of the School of Business.
4. Courses used for transfer credit cannot have been previously used toward any other degree.

For transfer credit to be evaluated, a student must submit a **Graduate Student Request Form** with the following information:

- a) Course number, title, description and attached syllabus.
- b) Dates, credit earned and institution.
- c) Transfer credit to be used to replace program courses (specify) or as an elective.