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What is UAccess?

UAccess is a password-protected service which allows students to access personal and academic information via the web. Your UA NetID and password are required for login.

UAccess enables MS in Marketing students to view and make changes to their academic and personal information. This system has dozens of useful features, which are housed under four major categories: Academic, Financial, Personal and Self-Service.

**Note:** MS Marketing students will NOT use UAccess to register for classes.

More info at [http://advising.arizona.edu/content/online-tools/uaccess-student](http://advising.arizona.edu/content/online-tools/uaccess-student)

Student Resources

Graduate Student Lounge
The Grad. Student Lounge is available for MS in Marketing students to use.

Located inside the Grad Lounge are two private rooms available to reserve. Please contact the MS in Marketing Program Coordinator about how to reserve a room.

University Information Technology Services
University Information Technology Services (UITS) offers many services besides their 24/7 IT support center available by phone (520) 626-8324 or online at [http://uits.arizona.edu/departments/the247](http://uits.arizona.edu/departments/the247).

Students have access to hundreds of different tutorials by visiting [http://uits.arizona.edu/services/uacbt](http://uits.arizona.edu/services/uacbt) and logging in using their NetID and password.

More info at [http://uits.arizona.edu/](http://uits.arizona.edu/)

Software
Students of the University of Arizona are able to download one copy of the current version of Microsoft Office (PC or Mac) and one copy of Microsoft Windows upgrade (PC or Mac) at no charge. Students are also eligible to download new product releases and upgrades when they become available.

Visit [http://uabookstore.arizona.edu/technology/campuslicensing/default.asp](http://uabookstore.arizona.edu/technology/campuslicensing/default.asp) and log in using a NetID and password for access.
Student Engagement and Career Development
Career Services offers a variety of services to all University of Arizona students. Visit the career services website, http://www.career.arizona.edu or call them at 520-621-2588 to learn all the services the department offers. Career Services is located on the fourth floor of the Student Union Memorial Center.

Additionally, Handshake is a service that is available to all UA students. This website matches students to jobs and internship on and off campus that fit their interests, major and experience. Visit handshake at https://arizona.joinhandshake.com/login and use your NetID and password to sign in.

Parking & Transportation Services
Although there are several types of parking permit options, the two most accessible to McClelland include the following:

1. Park Avenue Garage permit – $726
2. Zone 1 permit – $479

Permits are sold on an annual basis and are valid from August 19, 2019 through August 14, 2020.

To purchase a parking permit online, login with your NetID (do not create a guest login) at https://arizona.t2hosted.com/Account/Portal

Parking permits may also be purchased at Parking & Transportation Services at 1117 E. Sixth St.

More info at https://parking.arizona.edu

Academic Standing

Academic Integrity
Academic Dishonesty occurs whenever any action or attempted action is pursued that creates an unfair academic advantage or disadvantage for students and/or any member or members of the academic community. All forms of academic dishonesty are subject to sanctions under the Code of Academic Integrity. Sanctions include: written warning, reduction in grade for work involved, disciplinary probation, loss of credit for work involved, failing grade in the course, suspension, and/or expulsion. Various forms of academic dishonesty include, but are not limited to cheating, fabrication, facilitating academic dishonesty, and/or plagiarism.

Academic Misconduct is defined as any behavior not conforming to prevailing standards or rules within the academic community. All forms of academic misconduct are subject to sanctions under the Code of Conduct. Sanctions include: restricted access to University property, administrative hold, warning, probation,
suspension, and/or expulsion. Various forms of academic misconduct include, but are not limited to disruptive behavior, threatening behavior, and/or the theft or damage of University property.

For more specific examples of academic dishonesty, academic misconduct, and how to avoid such behavior, please visit the following website: http://deanofstudents.arizona.edu/tipsforavoidingacademicdishonesty

Minimum Grade Standard
Students must maintain a grade point average of 3.0 (based on a 4.0 scale) to remain in good standing in all MS Marketing programs. Students must have a 3.0 cumulative grade point average (CGPA) or higher to graduate. The department highly recommends that students track their progress using the course tracking worksheet provided in Appendix A.

A student cannot receive a graduate degree unless he or she has achieved a CGPA average of 3.00 or higher on all course work taken for graduate credit, whether or not the courses are offered in satisfaction of the specific requirements for a specific graduate degree. A student whose CGPA is below 3.0 for two consecutive semesters will be disqualified.

If your CGPA falls below 3.0 for two consecutive semesters, please contact the MS Marketing coordinator to find out what your options are for re-entering the program. More at http://catalog.arizona.edu/policy/graduate-academic-standing-progress-and-probation

Time to Completion Limitations
All requirements for the master's degree must be completed within 6 years of start to ensure currency of knowledge. Time-to-degree begins with the earliest course to be applied toward the degree, including credits transferred from other institutions. Work more than 6 years old is not accepted toward degree requirements.

Master’s students who take a break in their studies or whose time to degree exceeds 6 years should check with the Graduate College Degree Certification Office to determine their options.
Continuous Enrollment and Staying Active in the Program
A student admitted to either the master’s or a certificate program must register and take a minimum of 3 graduate units every spring and fall, from original matriculation until all course requirements are met.

Students who are unable to meet the above continuous enrollment status may consider completing a “Graduate Student Leave of Absence” form.
The Graduate Student Leave of Absence form may be approved for one semester or one year for the master’s degree or the certificate program. It is important to note that the leave of absence cannot be outside of the allotted time to completion limitations noted above (6 years for master’s.)

Graduate students who do not return at the end of the approved leave or students who do not enroll for a semester without being granted official leave of absence will be considered to be making unsatisfactory academic progress toward degree completion and will be subject to conversion to non-degree status. Use of University facilities is suspended while on leave. The time allotted toward your degree is not extended when you are on a leave of absence.

Note: The enrollment status of a student on a Graduate Student Leave of Absence will be reported to lenders and loan servicing entities as ‘not attending’. If you have a student loan, you are advised to contact your lender for information about your rights and responsibilities regarding repayment.

The Graduate Student Leave of Absence form is a hard copy form that can be found at the University’s Graduate College website. https://grad.arizona.edu/policies/enrollment-policies/leave-absence

TIP: Regarding financial aid, You may have to take more credits per semester to keep your financial aid active. Please contact UA’s Financial Aid office for details.

Withdrawing from the University
A student who elects to withdraw from the University by dropping all classes after having paid registration fees must initiate such a procedure through the Registrar's website. (http://www.registrar.arizona.edu/students)

A withdrawal may not be initiated after the last day of classes of any semester, and must be completed before the beginning of the final examination period.
Transfer of Credits
Possible transfer credits from other accredited institutions are limited to the MS in Marketing degree program.

No more than six credits can be transferred into the master’s program.

Transfer of credit will not be made unless:
- The grade earned was A or B
- It was awarded by the institution where the work was completed
- It is less than six years of completion
- Transfer course was at the 500 – 600 course level

Grades of transfer work will not be used in computing the student's grade-point average. Credit for correspondence courses or extension work from other institutions will not be accepted for graduate credit.

Steps to transfer credits:
1. Students who wish to transfer credits must submit an 'Evaluation of Transfer Credit' online form before the end of their first year of study. The online form is found in the students’ GradPath module in UAccess.

2. UA’s Graduate College will review the students request and notify student of their findings.

3. Student should contact the MS in Marketing Program Coordinator to alert them that the credits have been reviewed by the Graduate College.

4. MS in Marketing Program Coordinator will review the Graduate College recommendations and notify the student of the transfer results.
Financial Aid

Financial aid may be available to some master’s students. Since financial aid is complex and every student’s needs vary – the department highly recommends that students contact UA’s financial aid office for exact details. (520) 621-1858 or online at [http://financialaid.arizona.edu/graduate-students](http://financialaid.arizona.edu/graduate-students)

Below are general instructions and guidelines. All graduate students must file the Free Application for Federal Student Aid (FAFSA) to be eligible for need-based grants, loans, scholarships, and Federal Work-Study programs. The form is available online at [http://www.fafsa.ed.gov](http://www.fafsa.ed.gov). It is recommended that graduate students complete the FAFSA by March 1 to receive priority processing.

Eligibility:
- Admitted as degree seeking graduate student at the University of Arizona
- Be a U.S. Citizen or Permanent Resident
- The minimum number of units required to receive aid is 5 units for EACH TERM that aid will be disbursed (fall, spring, and summer)
- Maintain satisfactory academic standing (CGPA ≥ 3.0)
Course Information

Course Requirements
The chart below lists which courses are needed to complete a MS in Marketing. Master students must complete at least 30 units in order to meet the minimum credit requirement.

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Term Offered</th>
<th>Type</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 542</td>
<td>Intro to Managerial and Financial Accounting</td>
<td>Fall A</td>
<td>Required</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 552</td>
<td>Intro to Statistics for Managers</td>
<td>Fall A</td>
<td>Required</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 510</td>
<td>Market-Based Management</td>
<td>Fall B</td>
<td>Required</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 530</td>
<td>Management of Marketing Communications</td>
<td>Fall</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 542</td>
<td>Marketing Visual Analytics</td>
<td>Fall</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 555A</td>
<td>Brand Management</td>
<td>Fall</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 555E</td>
<td>Digital Marketing</td>
<td>Fall</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 555E</td>
<td>Advanced Regression Models</td>
<td>Fall B</td>
<td>Elective</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 546</td>
<td>Marketing Strategy</td>
<td>Spring</td>
<td>Required</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 556</td>
<td>Pricing Strategy and Tactics</td>
<td>Spring</td>
<td>Required</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 559</td>
<td>Product Strategy</td>
<td>Spring</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 572</td>
<td>Marketing Research for Managers</td>
<td>Spring</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 909</td>
<td>Master's Report</td>
<td>Summer I &amp; II</td>
<td>Required</td>
<td>6</td>
</tr>
</tbody>
</table>

Textbooks
Some classes will require a textbook and some will not. Cost of textbooks is not included in the course fees. It does not matter where you purchase your textbooks, (as hardcopy or eBook) however the University recommends Amazon.com to purchase textbooks or Chegg.com to rent textbooks.

Registering for a Class
All of the required courses for the MS in Marketing degree will be registered for you. You will not need to worry about registering for class through UAccess, your classes will be added for you.

Dropping a Class
Students are able to drop courses but due to the accelerated program of the MS in Marketing (12 Months) if you a drop a class and do not plan to retake it, you will not be eligible to graduate.

Note: Caution should be used before dropping a class as that course may not be available again for another year, which may delay the completion of your program.
**Class Cost**

Each spring ABOR (Arizona Board of Regents) reviews tuition fees for the University of Arizona. Therefore, different tuition rates may be applicable depending on the term. You can see more about the fees associated with tuition online at the [Bursar’s Office Tuition and Fees Calculator](#).

Textbooks are not included in the class cost.

**Class Survey**

We are always looking to improve the MS Marketing program and welcome and appreciate students’ feedback. Near the end of your program, we will send you an email to evaluate your time here at Eller. We value your input, so please complete the survey!
Graduation Requirements

Students must have a 3.0 CGPA or higher in order to graduate. If a 3.0 CGPA is not attained, students will be required to take additional courses, outside of the MS in Marketing program, and therefore extend their program timeline to bring their cumulative grade point average up to this standard.

The MS in Marketing Students are required to complete a minimum of 30 credits, including the summer master’s report and required curriculum. The chart below will outline the requirements for graduation.

<table>
<thead>
<tr>
<th>Requirements for Graduation</th>
<th>Master’s Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete the required credit hours of course work as prescribed by the program above</td>
<td>Yes</td>
</tr>
<tr>
<td>Summer Master’s Project</td>
<td>Yes</td>
</tr>
<tr>
<td>Maintain an overall CGPA of 3.0 or higher</td>
<td>Yes</td>
</tr>
<tr>
<td>Complete a Plan of Study</td>
<td>Yes</td>
</tr>
<tr>
<td>Complete a Master's Completion of Degree Requirements form</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Plan of Study

The Plan of Study identifies:

1. Courses the student intends to transfer from other institutions
2. Courses already completed at The University of Arizona which the student intends to apply toward the graduate degree
3. Additional course work to be completed to fulfill degree requirements

The Plan of Study must have the approval of the Program Director, Tirthankar Roy, and the MS in Marketing Program Coordinator.

The Plan of Study is completed online through the GradPath module in UAccess. Master’s students must complete their Plan of Study when they have 3 or 4 courses remaining.

TIP:
Both the “Plan of Study” and the “Master’s Completion of Degree Requirements” forms are completed online in the University’s GradPath/UAccess module.
Master's Completion of Degree Requirements
The Master's Completion of Degree Requirements form is completed online by the student using the GradPath module in UAccess. The form must be completed by the end of your last class.

The form will require you to identify “completion of degree committee members.” Please select “No Committee”

Degree Awarded
The degree awarded is the Master of Science in Marketing. The degree will be awarded with the traditional University diploma. Diplomas are awarded in spring and fall.

Graduation and Walking
MS in Marketing students are encouraged to participate in the University’s and the Marketing departmental graduation ceremonies. The University-wide commencement ceremony will occur at the conclusion of spring semester.

Winter and summer graduates may choose to walk in the University commencement the semester prior or the semester after their official graduation.

The Eller College of Management will hold two graduation ceremonies a year; one in the spring and one in the fall. Contact the MS in Marketing Program Coordinator for more details.
Contact

Dr. Tirthankar Roy
MS in Marketing Program Director
520.989.0923
royt1@email.arizona.edu

Tonya Milazzo
MS in Marketing Program Coordinator
520.621.1309
tmilazzo@email.arizona.edu
Course Tracking Worksheet

How to calculate:

Step 1: In the table above write the session and grade earned for each class you have completed.

Step 2: Using the conversion table, convert your letter grade into your GPA points.

Step 3: Add all your completed course grade points together.

Step 4: Divide the total GPA by the number of courses you have completed. The result is your cumulative GPA.

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Type</th>
<th>Semester Taken</th>
<th>Letter Grade</th>
<th>Points (See conversion table)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 542</td>
<td>Intro to Managerial and Financial Accounting</td>
<td>Required</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 552</td>
<td>Intro to Statistics for Managers</td>
<td>Required</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 530</td>
<td>Management of Marketing Communications</td>
<td>Elective</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>Elective</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>MKTG 555E</td>
<td>Digital Marketing</td>
<td>Elective</td>
<td></td>
<td></td>
<td></td>
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<td>MKTG 572</td>
<td>Marketing Research for Managers</td>
<td>Elective</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 909</td>
<td>Master’s Report (Does not count towards GPA)</td>
<td>Required</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Points: 

Number of courses completed: 

Total Points / Number of courses completed = CUMULATIVE GPA

CONVERSION TABLE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4 points</td>
</tr>
<tr>
<td>B</td>
<td>3 points</td>
</tr>
<tr>
<td>C</td>
<td>2 points</td>
</tr>
<tr>
<td>D</td>
<td>1 point</td>
</tr>
<tr>
<td>E</td>
<td>0 points</td>
</tr>
</tbody>
</table>