# Table of Contents

**What is UAccess?** ................................................................. 1

**Student Resources** ............................................................. 1
  University Information Technology Services ........................................ 1
  Software .............................................................................. 1
  Career Services ..................................................................... 1

**Academic Standing** .............................................................. 2
  Academic Integrity ................................................................ 2
  Minimum Grade Standard ....................................................... 2
  Time to Completion Limitations .............................................. 3
  Continuous Enrollment and Staying Active in the Program ........... 3
  Withdrawing from the University ............................................. 4
  Transfer of Credits ................................................................ 4
  Course Requirements ................................................................ 5
  Financial Aid ......................................................................... 5

**Course Information** ............................................................. 5
  Class Requirements .................................................................. 5
  Textbooks .............................................................................. 6
  Registering for a Class .......................................................... 6
  Dropping a Class ................................................................... 6
  Class Cost ............................................................................... 6
  Class Survey ......................................................................... 6

**Graduation Requirements** .................................................. 7
  Plan of Study ......................................................................... 7
  Master’s Completion of Degree Requirements ........................ 8
  Degree Awarded .................................................................... 8
  Graduation and Walking ...................................................... 8

**Contact** .............................................................................. 9

**Appendix A – Course Tracking Worksheet** ............................. 10
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 MSM 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: MSM Marketing students will NOT use UAccess to register for classes.

More at http://advising.arizona.edu/content/online-tools/uaccess-student

Student Resources

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.

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

More at http://uits.arizona.edu/

Software
University of Arizona’s students are able to download one copy of the current version of Microsoft Office (for a PC or Mac) and one copy of Microsoft Windows upgrade (for PC or Mac) at no charge. Students are also eligible to download new product release and upgrades when they become available. Visit http://uabookstore.arizona.edu/technology/campuslicensing/default.asp and log in using a NetID and password for access.

Career Services
Career Services offers a variety of services to all University of Arizona students. Visit the career services website, http://www.career.arizona.edu/student, to learn all the services the department offers.
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 MSM 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 MSM 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

Grade: | Grade Point:
---|---
A | 4 points
B | 3 points
C | 2 points
D | 1 point
E | 0 points
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](https://grad.arizona.edu/policies/enrollment-policies/leave-absence)

TIP
On 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](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 MSM 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 MSM in Marketing Program Advisor/Coordinator to alert them that the credits have been reviewed by the Graduate College.

4. MSM in Marketing Program Advisor/Coordinator will review the Graduate College recommendations and notify the student of the transfer results.
Course Information

Course Requirements
The chart below lists which courses are needed to complete a MSM in Marketing. Master students must complete all of the listed courses to meet the minimum credit requirement.

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Term Offered</th>
<th>MSM in Marketing Courses</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 510</td>
<td>Market-Based Management</td>
<td>Fall A</td>
<td>Core</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 552</td>
<td>Introductory Statistics for Manager</td>
<td>Fall B</td>
<td>Core</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 530</td>
<td>Management of Marketing Communications</td>
<td>Fall</td>
<td>Core</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 542</td>
<td>Relationship Marketing</td>
<td>Fall</td>
<td>Core</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 556</td>
<td>Pricing Strategy and Tactics</td>
<td>Fall</td>
<td>Core</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 555E</td>
<td>Special Topics in Marketing</td>
<td>Spring</td>
<td>Core</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 559</td>
<td>Product Strategy</td>
<td>Spring</td>
<td>Core</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 560</td>
<td>International Marketing</td>
<td>Spring</td>
<td>Core</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 572</td>
<td>Marketing Research for Managers</td>
<td>Spring</td>
<td>Core</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 909</td>
<td>Master’s Project</td>
<td>Summer 1 &amp; 2</td>
<td>Core</td>
<td>6</td>
</tr>
</tbody>
</table>

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

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/. 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)
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 for buying of textbooks or Chegg.com to rent textbooks.

Registering for a Class
All of the required courses for the MSM 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 do to the accelerated program of the MSM 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
Fall 2016 and spring 2017 semesters will be $11,948.47 each and the summer tuition will be roughly $6,815.94. Each spring ABOR (Arizona Board of Regents) reviews tuition fees for the University of Arizona. Therefore different tuition rates may be applicable for summer 2017 and fall 2017. You can see more about the fees associated with tuition 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 MSM 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 MSM in Marketing program, and therefore extend their program timeline to bring their cumulative grade point average up to this standard.

The MSM 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; and
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 MSM in Marketing Program Coordinator, Jayla Fry.

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.
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 Management with a Concentration in Marketing. The degree will be awarded with the traditional University diploma. Diplomas will be awarded in ss

Graduation and Walking
MSM 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 in spring and in fall. Contact the MSM in Marketing Program Advisor/Coordinator for more details.
Contact

Professor Tirthankar Roy  
MSM in Marketing Program Director  
520.626.2295  
royt1@email.arizona.edu

Jayla Fry  
MSM in Marketing Program Coordinator  
520.621.1309  
jaylafry@email.arizona.edu
## Appendix A

### Course Tracking Worksheet

<table>
<thead>
<tr>
<th>Course #</th>
<th>MSM in Marketing Course</th>
<th>Semester Taken</th>
<th>Letter Grade</th>
<th>Course GPA Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG552</td>
<td>Business Stats</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG510</td>
<td>Market-Based Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG555E</td>
<td>Brand Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG530</td>
<td>Management of Marketing Communications</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG542</td>
<td>Relationship Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG556</td>
<td>Pricing Strategy and Tactics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG555E</td>
<td>Special Topics in Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG559</td>
<td>Product Strategy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG560</td>
<td>International Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG572</td>
<td>Marketing Research for Managers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG909</td>
<td>Summer Master's Project</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL GPA for all courses Divided by number of courses completed</th>
<th>Cumulative GPA</th>
</tr>
</thead>
</table>

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.

### Conversion Table:

- A = 4 points
- B = 3 points
- C = 2 points
- D = 1 point
- E = 0 points