UW-Whitewater's MBA Program Recognized

We are excited to share U.S. News & World Report's just-released rankings for the best programs of 2020. UW-Whitewater earned 25th place out of 335 schools in the category of Best Online MBA Programs. We are also proud to have placed 19th out of 80 schools in the category of MBA Programs for Veterans. You can check out all rankings with the link below, or read the entire story.

Photo by Julie Woletz  |  Written by Dana Krems
Students at the University of Wisconsin-Whitewater have the option of a new master's degree in communication after the program was approved by the UW System Board of Regents on Friday, Dec. 6.

Based in the university’s College of Arts and Communication, the new Master of Science in Communication will replace the current M.S. in Communication, responding to a need to offer more flexible and varied graduate credentials. The program will provide professionals with flexible options to earn a post-baccalaureate degree in a faster time period. The program structure substantially improves students’ options because it will be delivered online and is designed for working adult learners who are likely to enroll part-time.

The degree is designed so that most students will be able to complete the 30 required credits within two years, spacing the courses out on a part-time basis and using the summer sessions. The program was developed in response to reported increased demand for communication staff in the following sectors: energy, natural resources, finance, insurance,
energy, natural resources, finance, insurance, manufacturers/marketers of business-to-business products, professional services, retailing, and transportation/shipping.

The new M.S. in Communication will replace the current program in the fall 2020 semester. Those interested in the M.S. in Communication program can contact Corey Davis, program coordinator and associate professor of communication, at davisc@uww.edu.

Written by Faith O’Reilly and Brenna Steed

Student Spotlight:

Elizabeth Walter
Special Education Program

When asked to describe University of Wisconsin-Whitewater, graduate student, Elizabeth Walter could think of one word, "home." She went on to say, “I have had some of my best memories in life throughout my undergraduate and graduate degree here. There have been ups and downs, but the best part about UW-Whitewater is that there is someone there for you no matter what.”

Read complete article here.
Faculty Spotlight:

Dr. Andy Dahl: College of Business and Economics

Dr. Andy Dahl began teaching at UW-Whitewater in 2009, and also taught one semester at UW-Madison’s Executive MBA program. Aside from his teaching schedule, Andy serves as a marketing consultant and Director of Research/Partner for a Madison-based consulting firm. He has performed consulting services for over 15 years working on projects that include new product launches, branding, social media campaigns and digital marketing utilizing email and mobile apps. He has been chosen as the President-Elect for the American Marketing Association Collegiate Chapters Council and serves on a global nine-member Google Academic Panel.

Digital Marketing is Andy’s favorite course to teach because it continues to evolve and requires constant learning on his part to stay updated. He also enjoys facilitating discussions among students in UW-Whitewater’s DBA program, from which he earned his own DBA in 2016. He discovers new perspectives when students share connections between course topics and how they relate to their work, as well as through his academic research. Andy’s latest journal research has been recognized with Journal Best Paper and Best/Outstanding Research awards and focuses on the evolving impact of digital marketing and consumer behavior in the health care field. Andy encourages students to reach out to faculty when they have questions, as he believes UW-Whitewater faculty are here to help students get the most value out of their learning experience. He also encourages students to constantly learn and experiment, since digital marketing changes so quickly. Students with an analytical focus and those willing to design experiments will likely be successful in this area.

When Andy is not working, he enjoys spending time with his wife, Jeni, and his three daughters.
New master's degree offers students more options

Photo by Craig Schreiner | Written by Kristine Zaballos

Written by Faith O'Reilly and Brenna Steed

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Faculty Spotlight:

Dr. Andy Dahl: College of Business

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**Upcoming Events & Important Dates**

**February 19**  Higher Education Leadership/Athletic Administration In-Person Information Session, 12-1pm in University Center, Room 266

**February 21**  Communication Sciences & Disorders [Department Tour](https://www.uww.edu/gradstudies)

**March 11**  Computer Science [Online Information Session](https://www.uww.edu/gradstudies)
March 14  Computer Science Online Information Session

March 16  Communication Sciences & Disorders Department Tour

March 18  Higher Education Leadership/Athletic Administration In-Person Information Session, 12-1pm in University Center, Room 261. Virtual attendance is possible: helead@uww.edu to arrange.

MASTER OF SCIENCE IN COMPUTER SCIENCE

“The best part about computer science at UW-W is the faculty. The professors are with you every step of the way. From advising, through classes and personal development, they are engaged and genuinely care about our success.”

Current Computer Science Graduate Student

University of Wisconsin Whitewater

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