Marketing (MS)*

This program is offered by the Walker School of Business & Technology.

Program Description
The objective of the marketing core is to provide an opportunity for students to study the dynamic impact of the business environment and human behavior on marketing endeavors. Included in this analysis is an examination of effective marketing practices, procedures and analytical required to produce impactful marketing decisions.

This program is offered at the St. Louis home campus and at Webster's Vienna* campus.

*NOTE: The master of science (MS) is abbreviated as MSc in Vienna.

The master of science in marketing is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Learning Outcomes
• Students will be able to explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of marketing.
• Students will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of marketing when analyzing complex marketing situations.
• Students will be able to effectively integrate (or synthesize) important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of marketing as demonstrated through the successful development of a marketing plan.

Program Curriculum
The 36 credit hours required for the master of science in marketing or the 54 credit hours required for the master of business administration (MBA) with an emphasis in marketing must include the following courses:

• MRKT 5000 Marketing (Requisite Course) (3 hours)
• MRKT 5610 Marketing Channel Management (3 hours)
• MRKT 5720 Promotional Management (3 hours)
• MRKT 5730 International Marketing (3 hours)
• MRKT 5740 Management of Digital Marketing (3 hours)
• MRKT 5850 Marketing Research (3 hours)
• MRKT 5890 Marketing Statistics (3 hours) or BUSN 5760 Business Statistics (3 hours)
• MRKT 5895 Marketing Analytics (3 hours)
• MRKT 5960 Marketing Management (3 hours)
• MRKT 6000 Integrated Studies in Marketing (3 hours)

In addition, the student chooses elective courses offered in this major (e.g. MRKT prefix) or from the following list:

• NPLR 5020 Essentials of Marketing and Resource Development in Nonprofits (3 hours)
• ADVT 5410 Fundamentals of Branding (3 hours)
• CSIS 5420 Data Mining (3 hours)
• BUSN 6160 Integrated Business Processes and ERP (3 hours)

If the requisite course is waived, the student must choose an elective course from the electives listed above. Students pursuing dual majors who have the requisite course(s) waived will complete only the remaining required courses for the dual majors.

Admission
Students who are interested in applying to this degree program should see the Admission Section of this catalog for general requirements.

Send all admission materials to:
Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Advancement to Candidacy
Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours of graduate credit, with grades of B– or better. In the MBA program and other specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement. A student who receives one F or two C’s before advancement is dismissed. Students admitted on a conditional basis into the School of Business and Technology, the College of Arts & Sciences, or the School of Communications are limited to taking one course per term. Such students who earn one grade of C or below before they are advanced to candidacy will be dismissed without further right to appeal for reinstatement but may apply for readmission after one calendar year from the date of dismissal. Exceptions for international students may apply.