

Marketing (MS)*

This program is offered by the George Herbert Walker School of Business and Technology. It is available online, at the St. Louis main campus and at the Vienna* campus. The Emphasis in Analytics is available in San Antonio.

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 analytics required to produce impactful marketing decisions.

*NOTE: The master of science (MS) degree is abbreviated as MSc when completed in Vienna with Austrian accreditation.

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 effectively acquire relevant information as well as evaluate and analyze it in order to make impactful strategic marketing decisions.
- Students will be able to effectively manage value creation by developing and evaluating marketing strategies and objectives to foster long-term success and promote meaningful relationships.
- Student will demonstrate personal skills (e.g. communication, personal brand management, ethics, team management) which are important keys to success as a marketing manager.

Program Curriculum

The 36 credit hours required for the master of science in marketing must include the following courses:

- MRKT 5000 Foundations of Marketing Strategic Thinking (*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 Applied 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)
- CSDA 5110 Analytics Programming with R (3 hours)
- CSDA 5310 Data Visualization (3 hours)
- CSDA 5330 Machine Learning for Predictive Analytics (3 hours)
- CSDA 5430 Predictive Analytics (3 hours)
- BUSN 6160 Integrated Business Processes and ERP (3 hours)
- MNGT 5670 Managerial Leadership (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.

Analytics Emphasis

The Emphasis in Analytics is available in San Antonio.

Emphasis-Specific Learning Outcomes

- Students will be able to effectively develop and evaluate digital marketing efforts which support greater marketing activities.

42 credit hours

Emphasis-Specific Required Courses

The MS Marketing with an emphasis in analytics must include the following courses:

- CSDA 5110 Analytics Programming with R (3 hours)
- CSDA 5310 Data Visualization (3 hours)
- CSDA 5330 Machine Learning for Predictive Analytics (3 hours)
- CSDA 6010 Analytics Practicum (3 hours)

Digital Marketing Management Emphasis

Emphasis-Specific Learning Outcomes

- Students will be able to effectively develop and evaluate digital marketing efforts which support greater marketing activities.

39 credit hours

Emphasis-Specific Required Courses

The MS Marketing with an emphasis in digital marketing management must include the following courses:

- MRKT 5570 Marketing in Electronic Commerce (3 hours)
- MRKT 5750 Management of Social Media (3 hours)
- MRKT 5790 Digital Marketing Strategy (3 hours)

Dual Degree Option: MBA/MS in Marketing

54 to 57 Credit Hours

Requirements for a dual degree with the MBA program generally include the required MBA courses (33 hours) and the required coursework in the additional degree program, except where noted below. If BUSN 5000 has been waived, the required hours are reduced by 3 credits and the BUSN 5000 course does not require a substitution.

Upon completion of all required credit hours, two separate diplomas are issued at the same time. The two degrees cannot be awarded separately or sequentially under this arrangement.

- BUSN 5000 Business (3 hours)
- MBA 5010 Value Creation (3 hours)
- MBA 5020 Quantitative Methods for the MBA (3 hours)
- MBA 5030 Market Analysis and Business Planning (3 hours)
- MBA 5100 Adding Value through Human Capital (3 hours)
- MBA 5200 The Financial Value of Capital Projects (3 hours)
- MBA 5400 The Supply Chain and Business Processes (3 hours)
- MBA 5500 Information Support for Decision Making (3 hours)
- MBA 5910 Cases in Value Creation (3 hours)

Marketing (MS)*

- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- MRKT 5000 Foundations of Marketing Strategic Thinking* (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 5895 Marketing Analytics (3 hours)
- MRKT 5960 Marketing Management (3 hours)
- MRKT 6000 Integrated Studies in Marketing (3 hours)

*MRKT 5000 substitutes for MBA 5300.

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/ apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Additional Requirements

Applicants to the marketing (MS) must have completed a business or business-related undergraduate degree meeting the following criteria:

- University/college is regionally accredited
- The business school must have a business-related accreditation (e.g. AACSB, ACBSP, IACBE, etc.)

Applicants who do not meet these qualifications must do **one** of the following:

- Successfully complete BUSN 5000.
 - Note: BUSN 5000 will count as an elective in the program. This option is **only** available for students who are required to take BUSN 5000.
- Complete **all** of the following undergraduate courses (or their equivalents) with a grade of C- or better (17 credit hours total, not including individual course prerequisites):
 - MNGT 2100 Management Theory and Practices
 - ACCT 2010 Financial Accounting
 - BUSN 2750 Introduction to Statistics
 - ECON 2000 Survey of Economics
 - MNGT 2500 Marketing
 - BUSN 3500 Business and Global Issues
 - BUSN 4500 Ethical Issues in Business

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 with a cumulative GPA of 3.0 or higher. In specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.