

# Master of Business Administration (MBA)

*This program is offered by the George Herbert Walker School of Business and Technology. It is available online both asynchronous and synchronous (Live Virtual) modalities and at the St. Louis main campus and at select U.S. and international campuses. Please see the Campus Locations and Offerings section of this catalog for a list of campuses where this program is offered.*

## Program Description

The successful organization has a deliberate strategy for maximizing the value it creates. This strategy is effectively communicated to all participants in the business. The internal stakeholders understand their role in implementing the organization's vision and all processes are developed to achieve it. The Walker School of Business & Technology's MBA is developed with this organizational purpose in mind. Its aim is to teach students the business competencies needed to develop and implement value creating ideas and solutions while building the personal skills necessary to achieve their professional aspirations.

## Learning Outcomes

This purpose is made clear in the following program learning outcomes:

- Students can analyze a business and identify and evaluate opportunities for value creation.
- Students can apply the core business competencies necessary to increase organizational value.
- Students demonstrate the personal effectiveness competencies necessary to achieve their professional goals and to contribute to the accomplishment of the organization's objectives.

To achieve these outcomes, the Walker School MBA focuses on the role each business process plays in creating value and the **Business Competencies** necessary for students to achieve organizational objectives. The curriculum complements these with **Personal Effectiveness Competencies** necessary for students to accomplish their personal and professional goals. Both sets of competencies are practiced throughout the curriculum in an innovative delivery method that combines online learning with weekly, two-hour application and discussion sessions, either face-to-face or online.

## Business Competencies

- Identify and value opportunities for value creation
  - Value creation
  - Strategy
  - Market analysis
  - Pro forma analysis
  - Capital budgeting
  - Quantitative analysis
- Develop an implementation plan
  - Project management
  - Distribution and pricing
  - Product and promotion
  - Customer relations
- Manage business processes
  - Supply chain and logistics
  - Process analysis
  - Leadership
  - Developing and managing teams
  - Developing and managing workers

- Provide decision support
  - Information infrastructure
  - Database management
  - Data analytics
  - Managerial accounting

## Personal Effectiveness Competencies

- Effective communication
- Collaborative work
- Efficient organization of work
- Independent learning
- Creative problem solving
- Systematic thinking
- Analytical decision making
- Probabilistic thinking
- Spreadsheet analysis

*The MBA is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).*

## General Requirements

The MBA degree-seeking student should consult the Admission, Enrollment and Academic Policies sections of this catalog for policies regarding application, admission, registration and the academic policies of Webster University. Academic policies or exceptions to policies applicable to MBA students are noted under their respective general academic policies.

## Curriculum

The MBA curriculum is organized into three parts: Value Creation Foundation, Value Creation Components and Value Creation in Practice. The Value Creation Foundation must be completed before progression to the Value Creation Components which, in turn, must be completed before taking the two Value Creation in Practice classes.

### Value Creation Foundation (9-12 hours)

- 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)

### Value Creation Components (15 hours)

- MBA 5100 Adding Value through Human Capital (3 hours)
- MBA 5200 The Financial Value of Capital Projects (3 hours)
- MBA 5300 Providing Value to Customers (3 hours)
- MBA 5400 The Supply Chain and Business Processes (3 hours)
- MBA 5500 Information Support for Decision Making (3 hours)

### Value Creation in Practice (6 hours)

- MBA 5910 Cases in Value Creation (3 hours)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)

### Electives (3-6 hours)

\*Students with a previous ACBSP (or equivalent) accredited degree or students who pass a waiver exam may substitute an elective for BUSN 5000.

# Master of Business Administration (MBA)

---

## Walker Joint MBA Program

Students who have completed an ACBSP accredited undergraduate program at Webster within the past 10 years may waive 6 credit hours of electives, reducing the number of required courses to 30 credit hours. The degree can then be completed in as little as one calendar year.

## Areas of Emphasis

Requirements for an area of emphasis in the MBA program include the MBA required coursework (33 credit hours) and additional course requirements as identified below for each individual area of emphasis. If BUSN 5000 has been waived, the required hours are reduced by 3 credits and the BUSN 5000 course does not require a substitution.

### Areas of emphasis for the MBA degree are:

- Analytics\*
- Corporate Communications
- Corporate Finance
- Cybersecurity Operations
- Digital Marketing Management
- Enterprise Resource Planning
- Health Administration
- Information Technology Management
- International Business
- Marketing
- Project Management

*Not all areas of emphasis are offered at every Webster University location. The student should consult individual campuses to verify the areas of emphasis offered.*

## MBA with an Emphasis in Analytics\*

*This emphasis is available at St. Louis main campus and at the San Antonio campus.*

\*STEM program

### 42 Credit Hours

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

- BUSN 6160 Integrated Business Process and ERP (3 hours)
- BUSN 5760 Applied Business Statistics (3 hours)
- CSIS 5320 Data Analytic Foundations (3 hours)
- CSDA 5310 Data Visualization (3 hours)
- CSIS 5420 Machine Learning for Business Analytics (3 hours)

\*BUSN 6160 may substitute for MBA 5500 and CSIS 5420 may substitute for MBA 5920.

## MBA with an Emphasis in Corporate Communications

### 42 to 45 Credit Hours

The MBA with an emphasis in corporate communications must include the following courses:

- PBRL 5322 Public Relations\* (3 hours)
- MEDC 5300 Strategic Communications\* (3 hours)
- PBRL 5323 Organizational Communications\* (3 hours)
- PBRL 5465 Crisis Management Communications\* (3 hours)

\*The MEDC 5000 prerequisite will be waived for the MBA emphasis in corporate communications.

## MBA with an Emphasis in Corporate Finance

### 39 to 45 Credit Hours

The MBA with an emphasis in corporate finance must include the following courses:

- FINC 5000 Finance\* (3 hours)  
(prerequisites: BUSN 5760 and BUSN 5600)
- FINC 5100 Financial Modeling (3 hours)
- FINC 5810 Capital Budgeting and Corporate Investment (3 hours)
- FINC 5880 Advanced Corporate Finance (3 hours)
- FINC 5890 Financial Statement Analysis (3 hours)
- FINC 6100 Corporate Finance Emphasis Exit Exam (0 hours)

\*FINC 5000 and FINC 5810 may substitute for MBA 5200. FINC 5000 and BUSN 5760 may substitute for MBA 5020.

See also:

- Finance (MS)

## MBA with an Emphasis in Cybersecurity Operations

### 42 to 45 Credit Hours

The MBA with an emphasis in cybersecurity must include the following courses:

- CSSS 5000 Introduction to Cybersecurity (3 hours)
- CSSS 5120 Cybersecurity Infrastructures (3 hours)
- CSSS 5210 Cybersecurity Law and Policy (3 hours)
- CSSS 5220 Cybersecurity Threat Detection (3 hours)

See also:

- Cybersecurity Operations (MS)

## MBA with an Emphasis in Digital Marketing Management

### 42 to 45 Credit Hours

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

- MRKT 5740 Management of Digital Marketing (3 hours)
- MRKT 5895 Marketing Analytics (3 hours)
- MRKT 5750 Management of Social Media (3 hours)
- MRKT 5790 Digital Marketing Strategy (3 hours)

See also:

- Marketing (MS)
- Digital Marketing Management (Certificate)

## MBA with an Emphasis in Enterprise Resource Planning

### 39 to 42 Credit Hours

The MBA with an emphasis in enterprise resource planning must include the following courses:

- BUSN 6160 Integrated Business Processes and ERP (3 hours)
- BUSN 6180 Configuration of ERP Systems (3 hours)

# Master of Business Administration (MBA)

- BUSN 6185 Business Intelligence and ERP (3 hours)

## MBA with an Emphasis in Health Administration

### 39 to 42 Credit Hours

The MBA with an emphasis in health administration must include the following courses:

- HLTH 5000 Organization and Management in Health Administration (3 hours)
- HLTH 5050 Financial Management in Health Administration\* (3 hours)
- HLTH 5140 Health Administration Law (3 hours)

\*HLTH 5050 and HLTH 5100 may substitute for MBA 5020.

See also:

- Master of Health Administration (MHA)

## MBA with an Emphasis in Information Technology Management

### 42 to 45 Credit Hours

The MBA with an emphasis in information technology management must include the following courses:

- ITM 5100 Information and Communications Systems and Networks (3 hours)
- ITM 5200 Project Management of Information Technology (3 hours)
- ITM 5300 Procurement and Contract Management for Information Technology (3 hours)
- ITM 5400 Systems Analysis, Design and Implementation (3 hours)

See also:

- Information Technology Management (MA)

## MBA with an Emphasis in International Business

### 42 to 45 Credit Hours

The MBA with an emphasis in international business must include the following courses:

- INTB 5000 International Business (3 hours)
- BUSN 5220 Global Supply Chain Management (3 hours)
- MNGT 5710 Cross Cultural Management (3 hours)
- INTB 5680 Globalization (3 hours)  
or INTB 9950 Travel Course - Issues in International Business (3 hours)

## MBA with an Emphasis in Marketing

### 42 to 45 Credit Hours

The MBA with an emphasis in marketing must include the following courses:

- MRKT 5000 Foundations of Marketing Strategic Thinking\* (3 hours)
- MRKT 5610 Marketing Channel Management (3 hours)
- MRKT 5720 Promotional Management (3 hours)  
or MRKT 5740 Management of Digital Marketing (3 hours)
- MRKT 5960 Marketing Management (3 hours)
- Plus, any MRKT designated course or elective courses listed in the MS in marketing program (3 hours)

\*MRKT 5000 may substitute for MBA 5300.

See also:

- Marketing (MS)

## MBA with an Emphasis in Project Management

### 39 to 42 Credit Hours

The MBA with an emphasis in project management must include the following courses:

- BUSN 5100 Introduction to Project Management (3 hours)
- BUSN 5300 Project Procurement Management (3 hours)
- BUSN 5700 Advances in Project Management (3 hours)

See also:

- Project Management (Certificate)

## Dual Degree Options

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.

### Dual Degree Options with the MBA are:

- MBA/MHA
- MBA/MA in Business and Organizational Security Management
- MBA/MS in Environmental Management
- MBA/MS in Finance
- MBA/MA in Human Resources Development
- MBA/MA in Human Resources Management
- MBA/MS in Information Technology Management
- MBA/MA in International Relations
- MBA/MA in Management and Leadership
- MBA/MS in Marketing
- MBA/MA in Procurement and Acquisitions Management

*Not all dual degrees are offered at every Webster University location. Students should consult individual campuses to verify the dual degrees offered.*

### Dual Degree Option: MBA/MHA

#### 63 to 66 Credit Hours

- BUSN 5000 Business (3 hours)
- MBA 5010 Value Creation (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 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- HLTH 5000 Organization and Management in Health Administration (3 hours)

# Master of Business Administration (MBA)

---

- BUSN 6150 Business Communications and Technology (3 hours)
- HLTH 5040 Human Resources Management in Health Administration (3 hours)
- HLTH 5050 Financial Management in Health Administration\* (3 hours)
- HLTH 5070 Financial Analysis in Health Administration (3 hours)
- HLTH 5100 Statistics for Health Administration\* (3 hours)
- HLTH 5120 Issues in Health Policy (3 hours)
- HLTH 5140 Health Administration Law (3 hours)
- HLTH 5130 Healthcare Strategy and Marketing (3 hours)
- HLTH 5150 Process Improvement in Health Administration (3 hours)
- HLTH 5160 Health Informatics (3 hours)
- HLTH 6000 Integrated Studies in Health Administration (3 hours)

\*HLTH 5050 and HLTH 5100 substitute for MBA 5020.

See also:

- Master of Health Administration (MHA)

## Dual Degree Option: MBA/MA in Business and Organizational Security Management

### 54 to 57 Credit Hours

- 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 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- SECR 5000 Security Management (3 hours)
- SECR 5010 Legal and Ethical Issues in Security Management (3 hours)
- SECR 5020 Security Administration and Management (3 hours)
- SECR 5030 Business Assets Protection (3 hours)
- SECR 5060 Emergency Planning (3 hours)
- SECR 5080 Information Systems Security (3 hours)
- SECR 5090 Behavioral Issues (3 hours)
- SECR 6000 Integrated Studies in Security Management (3 hours)

See also:

- Business and Organizational Security Management (MA)

## Dual Degree Option: MBA/MS in Environmental Management

### 54 to 57 Credit Hours

- 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 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- ENMG 5000 Environmental Science (3 hours)
- ENMG 5100 Environmental Law (3 hours)
- ENMG 5200 Environmental Regulations and Compliance Auditing (3 hours)
- ENMG 5300 Environmental Accounting (3 hours)
- ENMG 6100 Management of Land and Water Resources (3 hours)
- ENMG 6110 Management of Air Quality (3 hours)
- ENMG 6120 Waste Management and Pollution Control (3 hours)
- ENMG 6200 Environmental Risk Management and Strategies (3 hours)

*Note: The MS in environmental management has a program prerequisite of BUSN 5760.*

See also:

- Environmental Management (MS)

## Dual Degree Option: MBA/MS in Finance

### 54 to 57 Credit Hours

- BUSN 5000 Business (3 hours)
- MBA 5010 Value Creation (3 hours)
- MBA 5030 Market Analysis and Business Planning (3 hours)
- MBA 5100 Adding Value through Human Capital (3 hours)
- MBA 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- ACCT 6070 Managerial Accounting for Decision Making (3 hours)
- FINC 5000 Finance\*^ (3 hours)  
(prerequisites: BUSN 5760\* and BUSN 5600)
- FINC 5100 Financial Modeling (3 hours)
- FINC 5210 Investments (3 hours)
- FINC 5810 Capital Budgeting and Corporate Investments (3 hours)
- FINC 5830 Institutions and Financial Markets (3 hours)
- FINC 5840 International Finance (3 hours)
- FINC 5880 Advanced Corporate Finance (3 hours)
- FINC 5890 Financial Statement Analysis (3 hours)
- FINC 6290 Mergers and Acquisitions (3 hours)

\*FINC 5000 and BUSN 5760 substitute for MBA 5020.

^FINC 5000 and FINC 5810 substitute for MBA 5200.

### Prerequisites

- BUSN 5600 Accounting Theory and Practice (3 hours)
- BUSN 5760 Applied Business Statistics (3 hours)

*Note: Program prerequisites are to be completed before beginning coursework for the master of science in finance for those students who have not completed prerequisite courses (or an appropriate equivalent) within five years of entering the program and having earned a grade of B or better. If the appropriate prerequisite*

# Master of Business Administration (MBA)

course content was completed longer than five years prior to entering the program, the department will allow a waiver if the student demonstrates a command of the content area by successfully completing a waiver examination.

See also:

- Finance (MS)

## Dual Degree Option: MBA/MA in Human Resources Development

### 51 to 54 Credit Hours

- 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 5200 The Financial Value of Capital Projects (3 hours)
- MBA 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- HRDV 5000 Introduction to Human Resources Development (3 hours)
- MNGT 5590 Organizational Behavior\* (3 hours)
- HRDV 5610 Training and Development (3 hours)
- HRDV 5560 Group Development and Change (3 hours)
- HRDV 5630 Organization Development and Change (3 hours)
- HRDV 5700 Career Management (3 hours)
- HRDV 5750 Research and Assessment Methods in Human Resources Development (3 hours)
- HRDV 6000 Integrated Studies in Human Resources Development (3 hours)

\*MNGT 5590 may substitute for MBA 5100.

See also:

- Human Resources Development (MA)

## Dual Degree Option: MBA/MA in Human Resources Management

### 51 to 54 Credit Hours

- 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 5200 The Financial Value of Capital Projects (3 hours)
- MBA 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- HRMG 5000 Managing Human Resources (3 hours)
- MNGT 5590 Organizational Behavior\* (3 hours)
- HRDV 5610 Training and Development (3 hours)
- HRMG 5700 Employment Law (3 hours)
- HRMG 5800 Staffing (3 hours)
- HRMG 5920 Compensation (3 hours)
- HRMG 5930 Labor-Management Relations (3 hours)

- HRMG 6000 Integrated Studies in Human Resources Management (3 hours)

\*MNGT 5590 may substitute for MBA 5100.

See also:

- Human Resources Management (MA)

## Dual Degree Option: MBA/MS in Information Technology Management

### 51 to 54 Credit Hours

- 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 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- ITM 5000 Information Technology Management: Overview (3 hours)
- ITM 5100 Information and Communications System and Networks (3 hours)
- ITM 5200 Project Management of Information Technology (3 hours)
- ITM 5300 Procurement and Contract Management for Information Technology (3 hours)
- ITM 5400 Systems Analysis, Design and Implementation (3 hours)
- ITM 5600 Information and Communications Security (3 hours)
- ITM 6000 Final Project in Information Technology Management (3 hours)

See also:

- Information Technology Management (MS)

## Dual Degree Option: MBA/MA in International Relations

### 57 to 60 Credit Hours

- 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 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- INTL 5000 Introduction to International Relations (3 hours)
- INTL 5100 Research Methods and Perspectives (3 hours)
- INTL 6000 Capstone in International Relations (3 hours)
- or INTL 6250 Thesis\* (6 hours) and INTL 6900 University Thesis Requirement\* (0 hours)

# Master of Business Administration (MBA)

---

- Two courses from the Comparative Politics Cluster of the MA in international relations (6 hours)
- Four courses from the International Politics Cluster of the MA in international relations (12 hours)

\*Students taking INTL 6250 must also register for INTL 6900. Students completing their degree at either the Vienna or Geneva campus must complete INTL 6250 and INTL 6900.

See also:

- International Relations (MA)

## Dual Degree Option: MBA/MA in Management and Leadership

### 48 to 51 Credit Hours

- 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 5200 The Financial Value of Capital Projects (3 hours)
- MBA 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- MNGT 5000 Management (3 hours)
- MNGT 5590 Organizational Behavior\* (3 hours)
- HRMG 5000 Managing Human Resources (3 hours)
- MNGT 5650 Management and Strategy (3 hours)
- MNGT 5670 Managerial Leadership (3 hours)
- HRDV 5630 Organization Development and Change (3 hours)
- MNGT 6000 Integrated Studies in Management (3 hours)

\*MNGT 5590 may substitute for MBA 5100.

See also:

- Management and Leadership (MA)

## Dual Degree Option: MBA/MS in Marketing

### 48 to 51 Credit Hours

- 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)
- 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)  
or MRKT 5730 International Marketing (3 hours)
- MRKT 5720 Promotional Management (3 hours)  
or 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.

See also:

- Marketing (MS)

## Dual Degree Option: MBA/MA in Procurement and Acquisitions Management

### 51 to 54 Credit Hours

- 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 5300 Providing Value to Customers (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)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- PROC 5000 Procurement and Acquisitions Management (3 hours)
- PROC 5810 Acquisitions Law (3 hour)
- PROC 5820 Operations Management (3 hours)
- PROC 5830 Pricing (3 hours)
- PROC 5840 Negotiations (3 hours)
- PROC 5850 Logistics (3 hours)
- PROC 6000 Integrated Studies in Procurement and Acquisitions Management (3 hours)

See also:

- Procurement and Acquisitions Management (MA)

## 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/](http://www.webster.edu/) apply. Transcripts should be sent from your institution electronically to [transcripts@webster.edu](mailto: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

For information on dual degree and sequential degree options, see the appropriate sections in the Academic Policies section of this catalog.

## 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.