

Management (BA) with an Emphasis in Marketing

This program is offered by the George Herbert Walker School of Business and Technology/Management Department. It is available at select international campuses but not at the St. Louis main campus. Please see the Locations Offering Undergraduate Programs section of this catalog for a list of campuses where this program is offered.

The BA in management is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Program Description

The management (BA) with an emphasis in marketing prepares students for a broad spectrum of careers in marketing, including branding, product development, advertising, digital marketing and customer relationship management. Students learn how organizations create value through the various marketing activities: customer behavior, pricing, promotion, product development, distribution and marketing research.

Learning Outcomes

- Analyze, understand and evaluate how legal, social, economic and global issues affect business.
- Integrate key theories to manage people, processes and resources in a diverse organization.
- Use appropriate tools and technology to critically analyze and interpret key business information.
- Apply concepts regarding ethics and corporate responsibility and how they impact managerial decisions.
- Build upon ambiguous and incomplete information to draft, support and defend innovative solutions to complex managerial challenges.
- Students will be able to demonstrate an understanding of how to identify and utilize relevant information in order to make effective marketing decisions.
- Students will be able to demonstrate the ability to make and defend decisions regarding the various marketing mix elements for value creation in a way that reflects the needs and characteristics desired for organizational success and meaningful relationships among and between stakeholders.
- Students will demonstrate personal skills (i.e. ethics, teamwork, effective communication, critical thinking) which are important keys to having a successful career in marketing.
- Students will be able to demonstrate an understanding of mutually interdependent relationships of all the major functional areas of a business enterprise.

Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 57 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Special Requirements

Students are required to complete at least 57 credit hours in management courses, including MNGT 2100 Management Theory and Practices, MNGT 3400 Human Resource Management, courses in accounting, law and economics, as well as an overview. This includes WSBT 2000 Career Exploration, WSBT 2300 Personal Branding and WSBT 2700 Career Management Strategies. The required minimum distribution of coursework varies, depending on the emphasis selected by the student.

Transfer students must complete a minimum of 18 credit hours of academic work in the departments of Business and Management at Webster University.

Required courses must be completed at Webster University once the student begins to matriculate at Webster University. Transfer courses taken prior to enrollment at Webster University may be used to substitute for required courses if accepted by the chair.

No more than one course completed with a grade of D may count toward fulfilling the specific requirements of the major.

At the international campuses, MNGT 3320 Business Law: International may substitute for MNGT 2280 Introduction to Business Law.

Required Courses

- ACCT 2010 Financial Accounting (3 hours)
- ECON 2000 Survey of Economics (3 hours)
- MNGT 2100 Management Theory and Practices (3 hours)
- WSBT 2000 Career Exploration (1 hour)
- MNGT 2280 Introduction to Business Law (3 hours)
- MNGT 3400 Human Resource Management (3 hours)
- MNGT 3450 Principles of Organizational Behavior (3 hours)
- MNGT 3150 Consumer Behavior (3 hours)
- MNGT 2500 Marketing (3 hours)
- MNGT 3510 Management of Integrated Marketing Communications (3 hours)
- WSBT 2300 Personal Branding (1 hour)
- MNGT 3540 Digital Marketing (3 hours)
- MNGT 3580 Professional Selling (3 hours)
- MNGT 4330 International Marketing (3 hours)
- MNGT 4570 Marketing Research (3 hours)
- BUSN 3710 Entrepreneurial Finance (3 hours)
- MNGT 2150 Business Ethics (3 hours)
- CSIS 1500 Introduction to Business Technologies (3 hours)
- STAT 1100 Descriptive Statistics (3 hours)
or BUSN 2750 Introduction to Business Statistics (3 hours)
- WSBT 2700 Career Management Strategies (1 hour)
- MNGT 4920 Marketing Strategies (3 hours)