



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

07/18/2023

Institution

Webster University

Site Information

Implementation Date:

6/1/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Webster University, 470 East Lockwood, St. Louis, MO, 63119-3194

CIP Information

CIP Code:

521301

CIP Description:

A general program that focuses on the application of statistical modeling, data warehousing, data mining, programming, forecasting and operations research techniques to the analysis of problems of business organization and performance. Includes instruction in optimization theory and mathematical techniques, data mining, data warehousing, stochastic and dynamic modeling, operations analysis, and the design and testing of prototype systems and evaluation models.

CIP Program Title:

Management Science

Institution Program Title:

Marketing

Degree Level/Type

Degree Level:

Master Degree

Degree Type:

Master of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Hybrid

Online

Student Preparation



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Special Admissions Procedure or Student Qualifications required:

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

Specific Population Characteristics to be served:

n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

Webster University has academic policies describing minimum faculty qualifications by discipline.

These policies meet or exceed guidelines from the Higher Learning Commission.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

Webster University strives to have more than 50% of credit hours assigned to full-time faculty. The percentage of credit hours assigned to full-time faculty will vary based on location and student enrollment in a program at any given time. Overall, the percentage of credit hours assigned to full-time faculty ranges from 10 to 20%. At Webster University's main campus in Missouri, percentages are often higher.

Expectations for professional activities, special student contact, teaching/learning innovation:

Faculty are expected to continually engage in appropriate professional development activities to ensure their professional qualifications are current. The University provides resources to help ensure robust student contact and engagement. The University also provides resources for faculty to innovate their teaching/learning to meet clear learning outcome objectives.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 0	
Year 2	Full Time: 5	Part Time: 0	
Year 3	Full Time: 5	Part Time: 0	Number of Graduates: 5



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Year 4	Full Time: 5	Part Time: 0	
Year 5	Full Time: 5	Part Time: 0	Number of Graduates: 5

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

Webster University will maintain its accreditation by the Higher Learning Commission. There are no plans to pursue specialized accreditation at this time for this program.

Program Structure

Total Credits:

36

Residency Requirements:

n/a

General Education Total Credits:

0

Major Requirements Total Credits:

36

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
MRKT 6000	3	Integrated Studies in Marketing
MRKT 5890	3	see catalog copy
MRKT 5895	3	Marketing Analytics
MRKT 5740	3	Management of Digital Marketing
MRKT 5720	3	Promotional Management
MRKT 5960	3	Marketing Management
MRKT 5850	3	Marketing Research
MRKT 5730	3	International Marketing
MRKT 5610	3	Marketing Channel Management
MRKT 5000	3	Foundations of Marketing Strategic Thinking

Free Elective Credits:

6

Internship or other Capstone Experience:

n/a

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.



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I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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Marketing (MS)*

This program is offered by the George Herbert Walker School of Business & Technology. It is available online, at the St. Louis main campus and at the Vienna* campus.

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 Data Mining (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

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 Data Mining (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)
- 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)

Marketing (MS)*

- 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

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 - 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.
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 - 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.