

Webster University Bachelor of Arts degree in Management program allows student the opportunity to specialize in several areas including Marketing.

The marketing emphasis is designed to provide students an in-depth understanding of the various marketing disciplines. The marketing major will provide students the skills and knowledge necessary to find jobs in advertising, personal selling, marketing management, international marketing, retailing marketing research and transportation among other careers. The curriculum is designed to cover trends in business and industry while considering professional ethics and social responsibility. A number of Webster students with this major move to graduate study in management, marketing or other business specialties.

DEGREE REQUIREMENTS

A minimum of 128 credit hours consisting of the following:

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

BACHELOR OF ARTS MANAGEMENT with an emphasis in MARKETING



SPECIAL REQUIREMENTS

Students are required to complete at least 45 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.

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.

** see catalog for addition admissions and academic requirements.

REQUIRED COURSES

- **ACCT 2010** Financial Accounting (3 hours)
- **ECON 2000** Survey of Economics (3 hours)
- **WSBT 2000** Career Exploration (1 hour)
- **MNGT 2100** Management Theory and Practices (3 hours)
- **MNGT 3280** Introduction to Business Law (3 hours)
- **MNGT 3400** Human Resource Management (3 hours)
- **MNGT 3450** Principles of Organizational Behavior (3 hours)
- **MNGT 3500** Marketing (3 hours)
- **MNGT 3510** Advertising (3 hours)
- **WSBT 2300** Personal Branding (1 hour)
- **MNGT 4330** International Marketing (3 hours)
- **MNGT 4570** Marketing Research (3 hours)
- **BUSN 3710** Entrepreneurial Finance (3 hours)
- **PHIL 2110** Introduction to 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 2300** Personal Branding (1 hour)
- **MNGT 4920** Marketing Strategies (3 hours)

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COURSE DESCRIPTIONS

ACCT 2010 Financial Accounting (3)

Introduces accounting with an emphasis on the relationships between business events and financial statements. The primary objective is to develop students who can explain how any given business event will affect the income statement, balance sheet, and statement of cash flows. This objective also includes an understanding of the accounting cycle, accounting terminology, collection of accounting data, data entry into the accounting system, and the basic financial accounting statements.

ECON 2000 Survey of Economics (3)

This course provides students a broad survey of the discipline of economics. The emphasis is on the acquisition of a broad conceptual understanding of how academic and professional economists "view" the world. Given the importance of understanding "markets" to both business and public policy, the heaviest emphasis is on how markets function and a smaller emphasis on the business cycle and macroeconomic policy.

MNGT 2100 Management Theory and Practices (3)

This course presents a broad view of management theory and practices, classical to modern. It examines the basic management functions of planning, organizing, directing and controlling. It also covers such issues as ethical decision making and social responsibility, innovation, globalization, and working with a diverse work force. There is an additional course fee of \$35.

MNGT 3280 Introduction to Business Law (3)

This course introduces students to legal concepts that influence business relationships, decisions, and practices. Topics introduced include: structuring business transactions by contracts; legal forms of business organizations; legal aspects of financial transactions; laws related to property (including intellectual property); business-related torts (civil liability only); and business related crimes. These topics are approached from a "law for managers" perspective.

MNGT 3400 Human Resource Management (3)

Studies the relationship between management and employees; principles of dealing with the human factor to maximize the individual's fulfillment and the productive efficiency of the firm through sound procurement, development, and utilization of the firm's employees; and labor-management relations. Prerequisite: MNGT 2100.

MNGT 3450 Principles of Organizational Behavior (3)

Presents individual and group processes involved in management-employee relationships; deals with leadership, group dynamics, communications, motivation, morale, power, conflict management, and job design and satisfaction. Includes analysis of modern concepts of participatory management, organizational culture, change, and development.

MNGT 3500 Marketing (3)

Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer behavior, promotion and pricing policies, research, communications, and government regulation.

MNGT 3510 Advertising (3)

Studies advertising in terms of its relation to the economy, marketing management, and behavioral sciences. Includes the use, organization, planning, and preparation of advertising and its economic and social effects. Prerequisite: MNGT 3500.

MNGT 4330 International Marketing (3)

The student will be exposed to several aspects of international marketing. These will include the international marketing mix; product, pricing, distribution, and promotion; as well as emerging issues in international trade, such as trading blocs, trade barriers, and standardization/adaptation. Prerequisite: MNGT 3500.

MNGT 4570 Marketing Research (3)

Studies the nature and scope of research techniques employed in gathering information concerning marketing and advertising practices and procedures. Subjects include sources and collection of data, sampling, interpretation of data, and research in areas of motivation, advertising, and consumer behavior. Prerequisite: MNGT 3500.

BUSN 3710 Entrepreneurial Financial Management (3)

This course will focus on the process an entrepreneur goes through to produce, understand, interpret, and use basic financial information to start, manage, or grow their entrepreneurial organization. As an entrepreneur and small business owner, each decision you make has financial implications. Entrepreneurs must be able to generate and understand their financial information in order to evaluate their organization's financial performance, to communicate clearly with their employees, bankers, and stakeholders, as well as to incorporate financial information into their day-to-day operations and decision-making process.

PHIL 2110 Introduction to Ethics (3)

A topical introduction to ethics. Topics to be covered may include: the nature of ethical reasoning, duty, and obligation; excuses, mitigating circumstances, and personal responsibility; conflicts between obligations and between duty and self-interest; conflict between personal and community moral standards; and the objectivity or subjectivity of values. Replaces BUSN 2110. GCP Coding: (ROC) (ETH)

CSIS 1500 Introduction to Business Technologies (3)

Business organizations operate in competitive environments and constantly redefine their business strategies to create competitive advantages. Information technology plays an important role in daily business activities by supporting and implementing enterprise-wide initiatives and global business strategies. This course will provide a broad overview of the close correlation between business and

technology. The course will explore various information technologies and how they fit into business operations as a key enabler to help business success.

STAT 1100 Descriptive Statistics (3)

This course introduces the core concepts of statistics. It covers methods used to describe data (mean, median, standard deviation, etc.) and methods used to present data (graphical displays like histograms, other plots and others). This course covers basic probability rules used in statistics. The students will develop the ability to reason using statistical information. They will acquire the skills to evaluate the many advertising and new reports of statistical studies that are encountered in daily life. GCP Coding: (QL)

OR BUSN 2750 Introduction to Statistics (3)

Studies the logic of empirical research and statistical tools: correlational techniques, chi square, critical ration, "t" test, and analysis of variance. Prerequisite: MATH 1430, or equivalent.

MNGT 4920 Marketing Strategies (3)

Covers a variety of marketing practices, procedures, and problems. Employs a case-study method, with emphasis on use of techniques in product image building and problem solving. Specific, substantive projects are undertaken by the students. Prerequisite: Completion of other courses in area of emphasis.

WSBT 2000 Career Exploration (1)

This course is the first of three courses designed to support student professional success. Students will explore career options and gain an understanding of what skills, interests and experiences are required in industries and career fields that they are interested in pursuing. Interactions with professional will provide additional guidance and exposure to the business environment. Career and personal assessments will be used to help students identify and communicate individual interests and personal strengths.

WSBT 2300 Personal Branding (1)

This course is the second of a three course series designed to help students prepare for professional success upon graduation. In this course, students will develop and refine a personal brand and translate it effectively across multiple professional communication platforms. Students will develop professional etiquette and learn to cultivate professional relationships. Prerequisite: WSBT 2000.

WSBT 2700 Career Management Strategies (1)

This course is the third of a three course series designed to help students prepare for professional success upon graduation. In this course, students will translate a personal brand effectively across a career toolkit that will include a résumé or cv, cover letter, elevator pitch, social media and other career related communications. Students will develop interviewing skills. Students will explore conditions and trends in the global job market and establish a framework for career management and professional development resulting in an individual career search strategy. Prerequisite: WSBT 2000.

ACCREDITATION

Webster University is accredited by
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