

MBA - Marketing Concentration

Admission

Admission to the MBA program is granted to students who show high promise of success in postgraduate business study and who hold bachelor's degrees from regionally accredited institutions.

Previous academic training in business is not required for admission to the MBA program. Students may have backgrounds in such diverse fields as engineering, liberal arts, education and health related areas. The specific content of a student's previous education is less important than the evidence that the student has sound scholarship, strong personal motivation, and the ability to develop the skills necessary to assume positions of leadership.

Admission decisions are based on the following:

1. Graduate Management Admission Test/Graduate Record Examination (GMAT/GRE) scores — overall score and component (i.e., verbal, quantitative and analytical writing) scores are evaluated. The GMAT/GRE must have been taken within the last six years;¹
2. Personal Goals essay that clearly articulates the applicant's reasons for seeking admission (500 words maximum);
3. Two reference forms completed by faculty, employer or suitable referee;
4. Current resume (career-based work experience is desirable but not required); and
5. International students are required to have a minimum score of 570 (paper-based), or 88 (internet-based) on the Test of English as a Foreign Language, or an overall band score of 7.0 on the IELTS, or a score of 65 on the PTE-Academic.

Final admission of qualified applicants may be based on space available in the MBA program.

Applications for degree admission are reviewed twice a year, in the fall and spring. Deadlines for submitting applications to the Graduate School are July 1 for consideration for fall admission and December 1 for spring admission. International applicants living outside the United States must submit their applications by April 1 for fall admission consideration and August 1 for spring admission consideration. Applicants who apply after these deadlines are considered in the order in which their completed application materials are received.

¹ GMAT exceptions:

- Three years or more of managerial work experience, evaluated by the Office of Graduate Studies in Business; or
- WSU graduate with a GPA of 3.500 or higher in the last 60 credit hours; or
- Business degree from an AACSB accredited school and a GPA of 3.500 or higher in the last 60 credit hours; or
- A U.S. master's degree or equivalent.

Advanced Standing

Students with strong backgrounds in business administration may be granted advanced standing in the MBA program through equivalent credit for background preparatory courses for which a minimum grade of C was received in an undergraduate or graduate program. Most students entitled to such credit hold bachelor's degrees in business administration from accredited institutions.

Students may be granted equivalent credit for any or all of the preparatory courses, depending on the depth of their undergraduate or previous graduate preparation. The MBA program may consist of as few as 36 credit hours for students who have no deficiencies in prerequisites and who receive equivalent credit for all of the background fundamentals.

Students Not Receiving Advanced Standing

Students with bachelor's degrees in nonbusiness fields usually will not have backgrounds warranting the granting of advanced standing through equivalency credit. There are some exceptions. Some students, for example, may have had enough coursework in economics or statistics to be granted credit for these courses. Determination regarding equivalency credit will be made following admission to the program. A minimum grade of C (2.000) or better is required for the prerequisites MATH 144 and ECON 231.

MBA Course Prerequisites

Course	Title	Hours
Prerequisites ¹		
MATH 144	Business Calculus	
ECON 231	Introductory Business Statistics	
Preparatory Courses ²		
MBA 802	Fundamentals of Accounting	
MBA 803	Fundamentals of Finance	
MBA 804	Marketing Basics	
MBA 805	Management Basics	
ECON 811	Analysis of Macro-Economic Theory	
ECON 812	Analysis of Micro-Economic Theory	

¹ These courses are to be taken only if a specific deficiency exists.

² With approval of the program director, equivalent credit may be granted for courses of equal content taken in an undergraduate or graduate program. See Advanced Standing section above.

MBA – Marketing

The MBA marketing concentration provides students with specialized knowledge necessary to understand organizational marketing issues. The curriculum blends theory with applied business practices to enlighten students to the issues and challenges faced in creating and managing a customer oriented marketing function. Specific emphasis is placed on the importance of gathering and analyzing marketing intelligence and creating an understanding of the organization's customers and competitive environment, and developing appropriate marketing initiatives. Advanced courses typically involve cases and/or applied learning projects.

The following is a list of the required courses in common with the general MBA degree:

Course	Title	Hours
Required Courses for All MBA Degrees		
MGMT 803	Business Decision Making and Analysis (taken within first two semesters of admission)	3
or MKT 803	Marketing Research	
BLAW 810	Law and Ethics for Business	3
FIN 850	Managerial Finance	3
MGMT 862	Organizational Behavior	3

MGMT 885	Advanced Strategic Management	3
Required for Concentration		
ECON 804	Managerial Economics (taken within the first year)	3
ACCT 801	Managerial Accounting	3
MKT 801	Marketing Management	3
DS 850	Operations Management	3
MIS 874	Management Information Systems	3
MKT 805	Consumer Decision-Making Process	3
MKT 890A-Z	Seminar in Special Topics	3
Total Credit Hours		36

Applied Learning

Students in the MBA program are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing two core graduate courses: MKT 803/ MGMT 803 and MIS 874. These courses provide opportunities to gain applied learning experiences through projects.