

# MANAGEMENT AND MARKETING

## Majors:

- Bachelor of Science in Business Administration, Entrepreneurship (p. 1)
- Bachelor of Science in Business Administration, International Business Management-Global Markets Emphasis (p. 3)
- Bachelor of Science in Business Administration, International Business Management-Human Resources Emphasis (p. 3)
- Bachelor of Science in Business Administration, Marketing (p. 5)
- Bachelor of Science in Business Administration, Marketing-Digital Marketing Emphasis (p. 5)
- Bachelor of Science in Business Administration, Marketing-Insight Selling Emphasis (p. 5)
- Bachelor of Science in Business Administration, Marketing-Product Innovation Emphasis (p. 5)

## Minors:

- Entrepreneurship (p. 2)
- International Business Management (p. 4)
- Marketing (p. )

The Management program offered by the Management/Marketing Department includes a major or minor in two distinct areas: International Business Management and Entrepreneurship. The department also offers a major or a minor in Marketing and a minor in Insight Selling.

## Faculty

Paul Sweeney, Chairperson

Professors: Bickford, Janney, Kiewitz, Sweeney

Associate Professors: Meek, Sullivan

Assistant Professors: DeGhetto, Hanek, Joo, Marshall, Su

Lecturers: Lewis, Miller, Parker, Zavakos

Adjunct Faculty: Beil, Bernal-Olson, Bowman, Dudon, Groeneweg, Hutchinson, June, Krella, Roe, Sandner, Shockley, Warthman, Wood

## Entrepreneurship

Students majoring or minoring in Entrepreneurship will develop an understanding of how a business enterprise is conceived, launched, and sustained. The curriculum teaches students how to identify viable business opportunities and explores how such opportunities are transformed into new ventures. Additional emphasis is placed on how entrepreneurial ventures:

- Successfully compete for financial resources
- Successfully identify and reach their target markets
- Successfully establish business processes, systems, and controls to manage small and growth-oriented ventures.

Students apply to and are accepted into the Entrepreneurship major second semester of Freshman year. The Entrepreneurship major curriculum begins Sophomore year with a two-course sequence in MGT 220 and MGT 221 (taken over an academic year), after which students take MGT 320 and MGT 321. This sequencing of courses means it is very important for students interested in majoring in Entrepreneurship to pay

attention to the admissions process. Non-SBA students interested in the Entrepreneurship major cannot be admitted until they are officially transferred into the SBA.

A key feature of the Entrepreneurship major is the Sophomore Experience in which student teams create micro-businesses and actually run them during their sophomore year. This experience includes seminars with faculty and entrepreneurs who work with students to develop the essential knowledge, skills, and abilities for successfully running a micro-business. Another key feature is the senior capstone seminar in which students work as consultants with an entrepreneur to solve an actual problem within an existing entrepreneurial business. Entrepreneurship majors can also participate in the:

- Everest Real Estate Challenge (open to ENT majors only)
- E.A.T.T. - Entrepreneurs At The Table
- Flyer Angels (a student-run angel fund open to ENT majors only)
- UD Flyer Pitch Competition (open to all students, all majors - see [https://www.udayton.edu/business/academics/undergraduate/management\\_and\\_marketing/udbpc/index.php](https://www.udayton.edu/business/academics/undergraduate/management_and_marketing/udbpc/index.php))
- Flyer Consulting
- Flyer Enterprises
- ENT Business Fraternity

Students can also obtain a minor in Entrepreneurship. For both business and non-business majors, the minor in Entrepreneurship consists of twelve semester hours. The minor may be achievable without course prerequisites depending on the electives chosen.

## Bachelor of Science in Business Administration, Entrepreneurship (ENT) minimum 125 hours

### Common Academic Program (CAP) <sup>1</sup>

First-Year Humanities Commons <sup>2</sup>	12 cr. hrs.
HST 103 The West & the World	
REL 103 Introduction to Religious and Theological Studies	
PHL 103 Introduction to Philosophy	
ENG 100 Writing Seminar I <sup>3</sup>	
Second-Year Writing Seminar <sup>4</sup>	0-3 cr. hrs.
ENG 200 Writing Seminar II	
Oral Communication	3 cr. hrs.
CMM 100 Principles of Oral Communication	
Mathematics	3 cr. hrs.
Social Science	3 cr. hrs.
SSC 200 Social Science Integrated	

Arts	3 cr. hrs.
Natural Sciences <sup>5</sup>	7 cr. hrs.
Crossing Boundaries	up to 12 cr. hrs.
Faith Traditions	
Practical Ethical Action Inquiry <sup>6</sup>	
Integrative	
Advanced Study	
Philosophy and/or Religious Studies (6 cr. hrs.)	
Historical Studies (3 cr. hrs.) <sup>7</sup>	
Diversity and Social Justice <sup>8</sup>	3 cr. hrs.
Major Capstone <sup>9</sup>	0-6 cr. hrs.

<sup>1</sup> The credit hours listed reflect what is needed to complete each CAP component. However, they should not be viewed as a cumulative addition to a student's degree requirements because many CAP courses are designed to satisfy more than one CAP component (e.g., Crossing Boundaries and Advanced Studies) and may also satisfy requirements in the student's major.

<sup>2</sup> May be completed with ASI 110 and ASI 120 through the Core Program.

<sup>3</sup> May be completed with ENG 100A and ENG 100B, by placement.

<sup>4</sup> May be completed with ENG 114 or ENG 198 or ASI 120.

<sup>5</sup> Must include two different disciplines and at least one accompanying lab.

<sup>6</sup> U.S. History AP and CLEP credit will not satisfy this requirement.

<sup>7</sup> May be completed with ASI 110 and ASI 120 through the Core Program. U.S. History AP and CLEP credit will not satisfy this requirement.

<sup>8</sup> May not double count with First-Year Humanities Commons, Second-Year Writing, Oral Communication, Social Science, Arts, or Natural Sciences CAP components, but may double count with courses taken to satisfy other CAP components and/or courses taken in the student's major.

<sup>9</sup> The course or experience is designed by faculty in each major; it may, or may not, be assigned credit hours.

#### SBA Core Curriculum

ACC 207	Introduction to Financial Accounting	3
ACC 208	Introduction to Managerial Accounting	3
BIZ 101	Business Education Planning	1
BIZ 201	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
ECO 203	Principles of Microeconomics	3

ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing	3
or ENG 371	Technical Communication	
or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics	3
or REL 368	Christian Ethics & the Business World	
ECO elective (300/400 level)		3
BWISE requirement		0

#### Major Requirements

		18
MGT 220	Entrepreneurship Sophomore Experience I (Must be taken first semester Sophomore Year)	2
MGT 221	Entrepreneurship Sophomore Experience II (Must be taken second semester Sophomore Year)	1
MGT 320	New Venture Creation	3
MGT 321	Financing Entrepreneurial Ventures	3
MGT 430	Senior Seminar in Entrepreneurship (Satisfies CAP Major Capstone)	3

Select two courses from:

MGT 402	Leadership & Motivation	6
MKT 412	Advanced Selling Skills in High Technology Industries	
MKT 413	Value Analysis in Major Sales Engagements	
MGT 420	Entrepreneurial Marketing	
MGT 421	Small Business Management	
MGT 422	Business Plans for Emerging Firms	
MGT 423	Human Resource Management in the Emerging Firm	
MGT 424	Family Business Management	
MGT 425	Franchising	
MGT 429	Current Issues in Entrepreneurship	
MKT 435	New Product Development	

Academic electives to bring total to at least 125 credits

## Minor in Entrepreneurship (ENT)

#### Entrepreneurship

Business Majors		
MGT 318	Fundamentals of New Venture Creation	3
MGT 319	Fundamentals of Entrepreneurial Finance	3
Select two courses from: <sup>1</sup>		6
MGT 402	Leadership & Motivation	
MKT 412	Advanced Selling Skills in High Technology Industries	
MGT 414	Multinational Corporate Management	

MGT/MKT 420	Entrepreneurial Marketing	
MGT 421	Small Business Management	
MGT 422	Business Plans for Emerging Firms	
MGT 423	Human Resource Management in the Emerging Firm	
MGT 424	Family Business Management	
MGT 425	Franchising	
MGT 429	Current Issues in Entrepreneurship	
MKT 413	Value Analysis in Major Sales Engagements	
MKT/MGT 420	Entrepreneurial Marketing	
MKT 435	New Product Development	
Total Hours		12

<sup>1</sup> A student minoring in entrepreneurship may petition the department chair to substitute other management courses in place of one, but not two, of these electives. The request will be considered in light of the student's overall academic program and career intention. It is recommended that the student speak to the department to determine the course offerings schedule.

Non-Business Majors		
MGT 318	Fundamentals of New Venture Creation	3
MGT 319	Fundamentals of Entrepreneurial Finance	3
MGT 300	Survey of Organizational Behavior	3
Select one course from:		3
MGT 402	Leadership & Motivation	
MKT 412	Advanced Selling Skills in High Technology Industries	
MGT 420	Entrepreneurial Marketing	
MGT 421	Small Business Management	
MGT 422	Business Plans for Emerging Firms	
MGT 423	Human Resource Management in the Emerging Firm	
MGT 424	Family Business Management	
MGT 425	Franchising	
MGT 429	Current Issues in Entrepreneurship	
MKT 435	New Product Development	
Total Hours		12

## International Business Management

Students majoring in International Business Management (IBM) will build global leadership competencies by acquiring a deeper understanding of global business and cultural practices while at the same time building a leadership skill set. Upon graduation, students will possess a breadth of business knowledge and abilities enabling them to assess complex problems in global business settings and to lead the implementation of effective, innovative, and transformative solutions.

Features of the Major:

- Exposure to international business academic training
- Bookend experience that launches students into the major and concludes with an experiential learning experience
- Leadership skills built via coursework, hands-on exercises, examination of personal assets/strengths and putting both into practice with application of knowledge and skills to applied problems.

- Project management skills obtained by working on case studies and hands-on projects throughout the major
- Global Markets Emphasis majors are required to complete an on-the-ground international learning experience.

### Emphasis in Global Markets or Human Resource Management

IBM students must choose either the Global Markets Emphasis or Human Resource Management Emphasis. The Global Markets Emphasis is best suited for students who wish to pursue the highest level of global literacy and understanding of international markets in terms of opportunities to sell and buy goods and services. The Human Resource Management Emphasis is best suited for students who wish to focus their major on further development of leadership and management skills that best help organizations to position, motivate, and reward human capital globally.

## Bachelor of Science in Business Administration, International Business Management (IBM) minimum 125 hours

### Common Academic Program (CAP) <sup>1</sup>

First-Year Humanities Commons <sup>2</sup>		12 cr. hrs.
HST 103	The West & the World	
REL 103	Introduction to Religious and Theological Studies	
PHL 103	Introduction to Philosophy	
ENG 100	Writing Seminar I <sup>3</sup>	
Second-Year Writing Seminar <sup>4</sup>		0-3 cr. hrs.
ENG 200	Writing Seminar II	
Oral Communication		3 cr. hrs.
CMM 100	Principles of Oral Communication	
Mathematics		3 cr. hrs.
Social Science		3 cr. hrs.
SSC 200	Social Science Integrated	
Arts		3 cr. hrs.
Natural Sciences <sup>5</sup>		7 cr. hrs.
Crossing Boundaries		up to 12 cr. hrs.
Faith Traditions		
Practical Ethical Action Inquiry <sup>6</sup>		
Integrative		

## Advanced Study

Philosophy and/or Religious Studies (6 cr. hrs.)	
Historical Studies (3 cr. hrs.) <sup>7</sup>	
Diversity and Social Justice <sup>8</sup>	3 cr. hrs.
Major Capstone <sup>9</sup>	0-6 cr. hrs.

<sup>1</sup> The credit hours listed reflect what is needed to complete each CAP component. However, they should not be viewed as a cumulative addition to a student's degree requirements because many CAP courses are designed to satisfy more than one CAP component (e.g., Crossing Boundaries and Advanced Studies) and may also satisfy requirements in the student's major.

<sup>2</sup> May be completed with ASI 110 and ASI 120 through the Core Program.

<sup>3</sup> May be completed with ENG 100A and ENG 100B, by placement.

<sup>4</sup> May be completed with ENG 114 or ENG 198 or ASI 120.

<sup>5</sup> Must include two different disciplines and at least one accompanying lab.

<sup>6</sup> U.S. History AP and CLEP credit will not satisfy this requirement.

<sup>7</sup> May be completed with ASI 110 and ASI 120 through the Core Program. U.S. History AP and CLEP credit will not satisfy this requirement.

<sup>8</sup> May not double count with First-Year Humanities Commons, Second-Year Writing, Oral Communication, Social Science, Arts, or Natural Sciences CAP components, but may double count with courses taken to satisfy other CAP components and/or courses taken in the student's major.

<sup>9</sup> The course or experience is designed by faculty in each major; it may, or may not, be assigned credit hours.

## SBA Core Curriculum

ACC 207	Introduction to Financial Accounting	3
ACC 208	Introduction to Managerial Accounting	3
BIZ 101	Business Education Planning	1
BIZ 201	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
ECO 203	Principles of Microeconomics	3
ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing	3
or ENG 371	Technical Communication	
or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics	3

or REL 368	Christian Ethics & the Business World	
ECO elective (300/400 level)		3
BWISE requirement		0

## Major Requirements

INB 302	Survey of International Business	3
MGT 403	Cross-Cultural Management	3
INB 450	International Business Management Capstone	3
Global Markets Emphasis or Human Resource Management Emphasis		9

Select an emphasis from:

## Global Markets Emphasis

Select two courses from:		6
INB 350	Doing Business in Emerging Markets	
INB 351	Doing Business in Latin America	
INB 352	Doing Business in Asia	
INB 353	Doing Business in Europe	
INB 354	Doing Business in Africa	
INB 357	Export Management	

Select one course from: 3

ACC 412	International Accounting	
FIN 450	International Business Finance	
MKT 440	Global Marketing	

International learning experience requirement.

## Human Resource Management Emphasis

MGT 350	Managerial Skills	3
MGT 423	Human Resource Management in the Emerging Firm	3

Select one course from: 3

MGT 402	Leadership & Motivation	
MGT 404	Group Dynamics, Team Processes & Decision Making	
MGT 405	Employee Training & Development	

Academic electives to bring total to at least 125 credits

## Minor in International Business Management (IBM)

International Business Management

Business Majors		
INB 302	Survey of International Business	3
MGT 403	Cross-Cultural Management	3
Select two courses from:		6
ACC 412	International Accounting	
FIN 450	International Business Finance	
INB 350	Doing Business in Emerging Markets	
INB 351	Doing Business in Latin America	
INB 352	Doing Business in Asia	
INB 353	Doing Business in Europe	
INB 354	Doing Business in Africa	
INB 357	Export Management	

MGT 350	Managerial Skills	
MGT 402	Leadership & Motivation	
MGT 404	Group Dynamics, Team Processes & Decision Making	
MGT 405	Employee Training & Development	
MGT 423	Human Resource Management in the Emerging Firm	
MKT 440	Global Marketing	
Total Hours		12
Non-Business Majors		
MGT 300	Survey of Organizational Behavior	3
INB 302	Survey of International Business	3
MGT 403	Cross-Cultural Management	3
Select two courses from (pre-requisites may apply):		6
ACC 412	International Accounting	
FIN 450	International Business Finance	
INB 350	Doing Business in Emerging Markets	
INB 351	Doing Business in Latin America	
INB 352	Doing Business in Asia	
INB 353	Doing Business in Europe	
INB 354	Doing Business in Africa	
INB 357	Export Management	
MGT 350	Managerial Skills	
MGT 402	Leadership & Motivation	
MGT 404	Group Dynamics, Team Processes & Decision Making	
MGT 405	Employee Training & Development	
MGT 423	Human Resource Management in the Emerging Firm	
MKT 440	Global Marketing	
Total Hours		15

## Marketing

A student with a major or minor in Marketing learns systematic ways for identifying, understanding, and satisfying consumer and organizational needs. Courses in the major are designed to instill in students an appreciation for both the total marketing process as well as specialized marketing activities such as:

- Purchasing
- Sales
- Retailing
- Brand management
- Marketing research

They likewise focus on how to integrate the marketing process with the objectives of the organization, the functions of the economy, and the constraints of society from national and global perspectives. Students learn to apply conceptual principles and quantitative techniques in their study of consumer and business markets with the goal of becoming informed, skilled, and competent marketing professionals. Marketing majors also have the option to earn an emphasis in Insight Selling, Digital Marketing or Product Innovation as part of their major. To earn an emphasis, majors must select all three of their electives from a required list of marketing courses that focus on sales, digital marketing or product innovation. Additionally, students may earn an Insight Selling

or Marketing minor. All emphases and minors are very attractive to many prospective employers. The marketing program also competes annually in the several sales competitions including the National Collegiate Sales Competition. Marketing majors wishing to participate in these competitions apply to be on the UD teams in the fall.

Marketing majors frequently combine their academic studies with either a co-op or internship work experience. General elective credit for such experiences is approved on a case-by-case basis with the criteria being the nature of the experience and its degree of integration into the student’s academic program as well as successful completion of internship/co-op preparation activities required by the department.

### Faculty

Paul Sweeney, Chairperson  
 Professors: Pan, Sparks  
 Associate Professors: Hirunyawipada  
 Assistant Professors: Chaudhuri, Dugan, Lee, Yoon, Zhang  
 Lecturers: Dickey, Eichler, A. Krystofik  
 Adjunct Faculty: Blanford, Cupp, Holden, Klein, M. Krystofik, Shockley

## Bachelor of Science in Business Administration, Marketing (MKT) minimum 125 hours

### Common Academic Program (CAP) <sup>1</sup>

First-Year Humanities Commons <sup>2</sup>		12 cr. hrs.
HST 103	The West & the World	
REL 103	Introduction to Religious and Theological Studies	
PHL 103	Introduction to Philosophy	
ENG 100	Writing Seminar I <sup>3</sup>	
Second-Year Writing Seminar <sup>4</sup>		0-3 cr. hrs.
ENG 200	Writing Seminar II	
Oral Communication		3 cr. hrs.
CMM 100	Principles of Oral Communication	
Mathematics		3 cr. hrs.
Social Science		3 cr. hrs.
SSC 200	Social Science Integrated	
Arts		3 cr. hrs.
Natural Sciences <sup>5</sup>		7 cr. hrs.
Crossing Boundaries		up to 12 cr. hrs.



Faith Traditions	
Practical Ethical Action Inquiry <sup>6</sup>	
Integrative	
Advanced Study	
Philosophy and/or Religious Studies (6 cr. hrs.)	
Historical Studies (3 cr. hrs.) <sup>7</sup>	
Diversity and Social Justice <sup>8</sup>	3 cr.
Major Capstone <sup>9</sup>	0-6 cr.

<sup>1</sup> The credit hours listed reflect what is needed to complete each CAP component. However, they should not be viewed as a cumulative addition to a student's degree requirements because many CAP courses are designed to satisfy more than one CAP component (e.g., Crossing Boundaries and Advanced Studies) and may also satisfy requirements in the student's major.

<sup>2</sup> May be completed with ASI 110 and ASI 120 through the Core Program.

<sup>3</sup> May be completed with ENG 100A and ENG 100B, by placement.

<sup>4</sup> May be completed with ENG 114 or ENG 198 or ASI 120.

<sup>5</sup> Must include two different disciplines and at least one accompanying lab.

<sup>6</sup> U.S. History AP and CLEP credit will not satisfy this requirement.

<sup>7</sup> May be completed with ASI 110 and ASI 120 through the Core Program. U.S. History AP and CLEP credit will not satisfy this requirement.

<sup>8</sup> May not double count with First-Year Humanities Commons, Second-Year Writing, Oral Communication, Social Science, Arts, or Natural Sciences CAP components, but may double count with courses taken to satisfy other CAP components and/or courses taken in the student's major.

<sup>9</sup> The course or experience is designed by faculty in each major; it may, or may not, be assigned credit hours.

#### SBA Core Curriculum

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ACC 208	Introduction to Managerial Accounting	3
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BIZ 201	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
ECO 203	Principles of Microeconomics	3
ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing	3
or ENG 371	Technical Communication	
or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business	3

MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics	3
or REL 368	Christian Ethics & the Business World	
ECO elective (300/400 level)		3
BWISE requirement		0

#### Major Requirements

MKT 450	Buyer Behavior & Market Analysis (This course and MKT 455 together satisfy CAP Major Capstone.)	6
MKT 455	Marketing Analytics and Strategy (This course and MKT 450 together satisfy CAP Major Capstone.)	3
Select three MKT electives or an emphasis: <sup>1</sup>		9

#### Digital Marketing Emphasis

MKT 350 Digital Marketing (Required)

Select two courses from:

MKT 351 Social Media Marketing and Metrics  
or MKT 421 Advertising  
or MKT 441 Topics in Marketing Analytics

#### Insight Selling Emphasis

MKT 310 Principles of Selling (Required)

Select two courses from:<sup>2</sup>

MKT 411 Sales Management  
or MKT 313 Sales Negotiations  
or MKT 412 Advanced Selling Skills in High Technology Industries  
or MKT 413 Value Analysis in Major Sales Engagements  
or MIS 467 Data Warehousing

#### Product Innovation Emphasis

MKT 435 New Product Development (Required)

Select two courses from:

MKT 350 Digital Marketing  
or MKT 430 Brand Management  
or MKT 436 Marketing Intelligence  
or MKT 437 Advanced New Product Development

<sup>1</sup> A student can select three MKT electives or an emphasis in Digital Marketing, Insight Selling, or Product Innovation.

<sup>2</sup> MIS 467 may be selected only by MIS and MKT double majors.

Academic electives to bring total to at least 125 credits

## Minor in Marketing (MKT)

### Marketing

Business Majors	
Select four MKT electives (300/400 level) <sup>1</sup>	12
Total Hours	12

### Non-Business Majors

MKT 300	Survey of Marketing	3
Select four MKT electives (300/400 level) <sup>1</sup>		12
Total Hours		15

<sup>1</sup> In a pattern selected in consultation with an academic advisor.

- Entrepreneurship (p. 7)
- International Business Management with a Global Markets Emphasis (p. 7)
- International Business Management with a Human Resource Management Emphasis (p. 8)
- Marketing (p. 8)
- Marketing with a Sales Management Emphasis (p. 8)
- Marketing with a Product Innovation Emphasis (p. 9)
- Marketing with an Insight Selling Emphasis

## Entrepreneurship

First Year	Hours
BIZ 101	1
BIZ 201	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Natural Science	3
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	34
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
MGT 201	3
MGT 220 (Must be taken first semester)	2
MGT 221 (Must be taken second semester)	1
MGT 301	3
MKT 301	3,4
SSC 200	3
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	30-31
Third Year	Hours
ECO 300-400 Elective	3
FIN 301	3
MGT 320	3
MGT 321	3
MIS 301	3
OPS 301	3
CAP Natural Science & Lab	4
CAP ADV PHL/Div. & SJ	3
CAP Faith Trad./Adv. HST	3
CAP Arts Study	3
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	31
Fourth Year	Hours
ENT Electives	6
MGT 430	3
ENG 370, 371, or 372	3
MGT 490 (Satisfies CAP Integrative)	3
General Electives	12

PHL 313 or REL 368	3
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	30

Total credit hours: 125-126

## International Business Management with a Global Markets Emphasis

First Year	Hours
BIZ 101	1
BIZ 201	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanites Commons)	3
HST 103 (CAP Humanites Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanites Commons)	3
REL 103 (CAP Humanites Commons)	3
CAP Natural Science	3
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	34
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
INB 302	3
MGT 201	3
MGT 301	3
MKT 301	3,4
SSC 200	3
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	30-31
Third Year	Hours
ECO 460 or 461	3
FIN 301	3,4
INB Elective	3
MIS 301	3
OPS 301	3
CAP ADV PHL/Div. & SJ	3
CAP Faith Trad./Adv. HST	3
CAP Arts Study	3
CAP Natural Science & Lab	4
ENG 370, 371, or 372	3
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	31-32
Fourth Year	Hours
INB 450	3
MGT 403	3
MGT 490 (Satisfies CAP Integrative)	3
MKT 440, FIN 450, or ACC 412C	3
General Electives	12
INB Elective	3
PHL 313 or REL 368	3
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	30

Total credit hours: 125-127

## International Business Management with a Human Resource Management Emphasis

First Year	Hours
BIZ 101	1
BIZ 201	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Natural Science	3
	<hr/>
	34
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
INB 302	3
MGT 201	3
MGT 301	3
MKT 301	3,4
SSC 200	3
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	30-31
Third Year	Hours
ECO 460 or 461	3
FIN 301	3,4
MGT 350	3
MIS 301	3
OPS 301	3
ENG 370, 371, or 372	3
CAP ADV PHL/Div. & SJ	3
CAP Faith Trad./Adv. HST	3
CAP Arts Study	3
CAP Natural Science & Lab	4
	<hr/>
	31-32
Fourth Year	Hours
INB 450	3
MGT 402, 404, or 405	3
MGT 423	3
MGT 403	3
MGT 490 (Satisfies CAP Integrative)	3
General Electives	12
PHL 313 or REL 368	3
	<hr/>
	30

Total credit hours: 125-127

## Marketing

First Year	Hours
BIZ 101	1
BIZ 201	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3

ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Natural Science	3
	<hr/>
	34

Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
MGT 201	3
MGT 301	3
MKT 301	3
SSC 200	3
CAP Natural Science & Lab	4
	<hr/>
	31

Third Year	Hours
ECO Elective	3
FIN 301	3
MIS 301	3
MKT Electives	9
Business Ethics	3
CAP Arts Study	3
OPS 301	3
General Elective	3
	<hr/>
	30

Fourth Year	Hours
MKT 450	6
MGT 490 (Satisfies CAP Integrative)	3
ENG 370, 371, or 372	3
MKT 455	3
General Electives	9
CAP Faith Traditions/Advanced PHL	3
CAP Advanced HST/Diversity	3
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	30

Total credit hours: 125

## Marketing with a Insight Selling Emphasis

First Year	Hours
BIZ 101	1
BIZ 201	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (generally CAP Natural Science or CAP Arts)	3
	<hr/>
	34

Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3



DSC 211	3
ENG 200	3
MGT 201	3
MGT 301	3
MKT 301	3
SSC 200	3
CAP Component or General Elective	3
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	30

<b>Third Year</b>	<b>Hours</b>
ECO Elective	3
FIN 301	3
MIS 301	3
MKT 310	3
MKT 450	6
OPS 301	3
CAP Components and/or General Electives	10
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	31

<b>Fourth Year</b>	<b>Hours</b>
MGT 490 (Satisfies CAP Integrative)	3
ENG 370, 371, or 372	3
MKT 455	3
MKT 313, 411, 412, or 413	6
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
CAP Components and/or General Electives	12
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	30

Total credit hours: 125

## Marketing with a Product Innovation Emphasis

<b>First Year</b>	<b>Hours</b>
BIZ 101	1
BIZ 201	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (generally CAP Natural Science or CAP Arts)	3
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	34

<b>Second Year</b>	<b>Hours</b>
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
MGT 201	3
MGT 301	3
MKT 301	3
SSC 200	3
CAP Component or General Elective	3
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	30

<b>Third Year</b>	<b>Hours</b>
ECO Elective	3
FIN 301	3

MIS 301	3
MKT 450	6
MKT 435	3
OPS 301	3
Cap Components and/or General Electives	10
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	31

<b>Fourth Year</b>	<b>Hours</b>
MGT 490 (Satisfies CAP Integrative)	3
MKT 437	3
MKT 455	3
MKT 430, 436, or 437	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
CAP Components and/or General Electives	12
ENG 370, 371, or 372	3
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	30

Total credit hours: 125

## Marketing with a Digital Marketing Emphasis

<b>First Year</b>	<b>Hours</b>
BIZ 101	1
BIZ 201	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (generally CAP Natural Science or CAP Arts)	3
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	34

<b>Second Year</b>	<b>Hours</b>
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
MGT 201	3
MGT 301	3
MKT 301	3
SSC 200	3
CAP Component or General Elective	3
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	30

<b>Third Year</b>	<b>Hours</b>
ECO Elective	3
FIN 301	3
MIS 301	3
MKT 450	6
MKT 350	3
OPS 301	3
CAP Components and/or General Electives	10
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	31

<b>Fourth Year</b>	<b>Hours</b>
MGT 490 (Satisfies CAP Integrative)	3
ENG 370, 371, or 372	3
MKT 455	3

PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
MKT 411	3
MKT 351	3
MKT 421	3
MKT 441	3
CAP Components and/or General Electives	12
	36

Total credit hours: 131

## Management Courses

### **MGT 201. Legal Environment of Business. 3 Hours**

Survey of the legal environment in which businesses operates. Includes overview of legal system and judicial processes and coverage of constitutional principles for U.S. legal system, ways to resolve legal disputes, forms of business organization, legal issues relevant to employment, legal responsibility of businesses to clients and customers, and liability issues. Prerequisite(s): Sophomore standing.

### **MGT 220. Entrepreneurship Sophomore Experience I. 2 Hours**

First of two-course sequence. Designed to immerse Entrepreneurship major into the dynamics of starting and running a micro-business. Focuses on identifying market need, researching financial viability of business venture to meet that need, and marshaling the resources (among them, financial, human, technical, and motivational) to launch the business. Overall 2.7 GPA. Prerequisite(s): Entrepreneurship major; sophomore standing.

### **MGT 221. Entrepreneurship Sophomore Experience II. 1 Hour**

Continuation of MGT 220. Focuses on growing and running the micro-business throughout the academic year with planned liquidation or shutdown by the end of the academic year. Entrepreneurship majors. Overall 2.7 GPA required. Prerequisite(s): ACC 207 and MGT 220.

### **MGT 229. Introduction to Entrepreneurship. 3 Hours**

An overview of entrepreneurship for students not taking a major offered by the School of Business Administration. An introductory course that allows students to learn about business start-ups while exploring their related interests and aptitudes. Students use creative and critical thinking skills to develop a product/service idea and evaluate its viability. Prerequisite(s): Sophomore status.

### **MGT 300. Survey of Organizational Behavior. 3 Hours**

Survey of Organizational Behavior for non business majors. The course focuses on studying the behaviors of individuals and groups in organizational settings - referred to as Organizational Behavior. The course operates under the assumption that it is people who power organizational performance, competitive advantage and long-term financial success - hence successful managing behavior is organizations is crucial for organizational success. In this spirit the course takes a strategic approach to OB as it provides a big-picture framework helping you appreciate and understand the value of OB to organizational performance and to your future career. Topics include interpersonal communication, leadership, decision making, conflict management, and teams. Prerequisite(s): Sophomore standing; non-business majors only.

### **MGT 301. Organizational Behavior. 3 Hours**

Study of individual, group, and team behavior in organizations as they interact to achieve both personal and organizational goals. Topics include individual differences, interpersonal communication, leadership, decision-making, reward systems, conflict management, and work groups and teams. Prerequisite(s): BIZ 100 or BIZ 200 or BIZ 102 or BIZ 201; Sophomore standing.

### **MGT 313. Negotiation. 3 Hours**

Course integrates conceptual understanding with practical application of negotiation and examines cultural and gender differences in negotiation, influence of personality traits, the negotiation process, and different ways in which to negotiate. Demonstrated knowledge, skills and abilities are part of course requirements. Prerequisite(s): MGT 301 or MGT 300; Junior standing.

### **MGT 314. Survey of Human Resources. 3 Hours**

Survey course designed to familiarize students with the major functional areas in human resources including planning, recruitment and selection, training and development, compensation, benefits, safety, and employee relations. Course develops framework for understanding the roles of HR professional, issues faced by managers and supervisors, and application of sound management theory to these issues. Prerequisite(s): Sophomore standing.

### **MGT 318. Fundamentals of New Venture Creation. 3,4 Hours**

Fundamentals of New Venture Creation for non-Entrepreneurship majors. Overview of the concepts and aspects involving creation of new business ventures, new product development, and innovation within existing companies now popularly called corporate venturing. Topics include entry strategies, creating high potential opportunities, entrepreneurial finance, business plan development, entrepreneurial marketing, the legal structures of new businesses, and government programs for assisting entrepreneurial firms. Does not count towards Entrepreneurship major. Prerequisite(s): MGT 300 or MGT 301; Sophomore standing.

### **MGT 319. Fundamentals of Entrepreneurial Finance. 3 Hours**

Fundamentals of entrepreneurial finance for non-ENT majors. Focuses on financial aspects of starting, growing, and harvesting entrepreneurial ventures. Includes assessments of various sources of capital for small and growth businesses with emphasis placed on how common financing deals are structured, common financing pitfalls, and various legal documentation used to consummate financial transactions. Does not count towards Entrepreneurship major. Prerequisite(s): MGT 300 or 301; Sophomore standing.

### **MGT 320. New Venture Creation. 3 Hours**

Overview of the concepts and aspects involving creation of new business ventures, new product development, and innovation within existing companies (e.g., corporate venturing). Topics include entry strategies, creating high potential opportunities, entrepreneurial finance, business plan development, entrepreneurial marketing, the legal structures of new businesses, and government programs for assisting entrepreneurial firms. Open to Entrepreneurship majors only with overall 2.7 GPA. Prerequisite(s): MGT 221.

### **MGT 321. Financing Entrepreneurial Ventures. 3 Hours**

Focuses on financial aspects of starting, growing, and harvesting entrepreneurial ventures. Includes assessments of various sources of capital for small and growth businesses with emphasis placed on how common financing deals are structured, common financing pitfalls, and various legal documentation used to consummate financial transactions. Fall sections open to Entrepreneurship majors only with overall 2.7 GPA. Prerequisite(s): ACC 207; FIN 301; MGT 221.

### **MGT 350. Managerial Skills. 3 Hours**

Course focuses on knowledge, skills and abilities in oral and written communication, decision-making, and facilitation of conflict management and group/team management. Demonstrated working competencies are required to complete the course. Prerequisite(s): Sophomore standing.

**MGT 401. Organizational Design, Culture & Change. 3 Hours**

Course focused at the organizational level of analysis that includes design of organizations, development of organizational culture, and other issues of organizational change. Topics include processes for organizational design and change, power, and information processing. Prerequisite(s): MGT 301 or MGT 300.

**MGT 402. Leadership & Motivation. 3 Hours**

An in-depth study of individual and group/team motivation in an organizational setting through examination of individual, organizational, and societal influences on motivation. Focus is on how leaders can understand, and then affect, motivation through a variety of mechanisms. Prerequisite(s): MGT 301 or MGT 300.

**MGT 403. Cross-Cultural Management. 3 Hours**

Study of general cross-cultural differences and development of cross-cultural frameworks in decision-making, negotiation, conflict management, communication, and general business relations. Primary emphasis is on understanding how and why cultures differ and how such differences can be managed. Prerequisite(s): MGT 301 or MGT 300.

**MGT 404. Group Dynamics, Team Processes & Decision Making. 3 Hours**

In-depth study of group formation, team design, and diagnosis with emphasis on developing and maintaining different types of groups and teams. Course focuses on leaders' knowledge, skills and abilities to work effectively with teams and groups. Prerequisite(s): MGT 301 or MGT 300.

**MGT 405. Employee Training & Development. 3 Hours**

Focuses on training and learning methods and models, career paths, and self-improvement methods within the balance of organizational, job, and individual needs. Additional emphasis on systematic development and evaluation of training programs and role of organizational leader in ensuring employee training and development. Prerequisite(s): MGT 301 or MGT 300.

**MGT 409. Current Issues in Leadership. 3 Hours**

Selected topics that consider and analyze current problems and emerging issues in Leadership and in the Leader's role in promoting effective organizational change and development. Prerequisite(s): MGT 301 or MGT 300.

**MGT 421. Small Business Management. 3 Hours**

Course addresses unique characteristics of small businesses (e.g., resource limitations, family participation) and grapples with ways to overcome the "liability of smallness." Coverage includes effect of macro-trends (e.g., changing technology and globalization) on small business, review of topics from functionally-oriented courses, examination of how functional models such as pricing models can be modified for small business use, and ways for small business to identify and exploit weaknesses of larger, better financed competitors. Prerequisite(s): ACC 200 or 208; MGT 201; MGT 300 or MGT 301.

**MGT 422. Business Plans for Emerging Firms. 3 Hours**

This course explores multiple business models for launching a new venture. Business models are examined in terms of the type of product/service being offered as well as the goals of the entrepreneur, firm growth, and time to market. The benefits and costs of different types of business plans will be examined relative to the opportunities that students may wish to pursue. Students taking this course must have a potential business opportunity in mind. Prerequisite(s): MGT 318 or MGT 320; permission of department chairperson.

**MGT 423. Human Resource Management in the Emerging Firm. 3 Hours**

This course explores issues unique to the human resource management (HRM) needs and challenges facing entrepreneurs and their firms. Emphasis is placed on how entrepreneurs can create effective HRM systems in the areas of staffing, recruitment and selection, compensation, motivations, and employee development. Care will be given to address the changes in HRM needs as the firm evolves through several transitional stages. Prerequisite(s): MGT 301 or MGT 300.

**MGT 424. Family Business Management. 3 Hours**

This course explores topics relevant to entrepreneurs within the family business environment. Specific topics examined will include how family businesses emerge and evolve as well as the unique challenges often found in family business context (e.g., dealing with family conflicts, how to motivate and evaluate employees when a mix of family and non-members are involved, and planning for succession). Prerequisite(s): MGT 318 or MGT 320.

**MGT 425. Franchising. 3 Hours**

Provides an overview of business franchising and how franchising can be used to grow a business concept. Students will learn how franchises operate and when to use franchising as a business model. Understanding the complexities of franchising (e.g. which ideas can be franchised, pricing strategies, and territory management) and the keys to success (e.g., the importance of communications, networking, teamwork, leadership) are important goals of the course. Counts as elective credit for ENT majors and minors. Prerequisite(s): MGT 318 or MGT 320.

**MGT 426. Fundamentals of New Tech Ventures. 3 Hours**

This course teaches students how to identify opportunities emerging from existing intellectual property. Students are provided with technologies developed by others, and they select one for analysis. They then engage in market research, competitor analysis, and conduct a feasibility analysis. They present their findings to the sponsor, and if successful, may be provided an opportunity to license the technology in pursuit of launching a new venture. Prerequisite(s): Junior standing, permission of the department chair.

**MGT 429. Current Issues in Entrepreneurship. 3 Hours**

In-depth examination of selected contemporary topics relevant to entrepreneurship. Subject matter may vary each semester. May be taken only once for credit toward Entrepreneurship major or minor. Prerequisite(s): MGT 318 or MGT 320.

**MGT 430. Senior Seminar in Entrepreneurship. 3 Hours**

Project-based capstone learning experience for Entrepreneurship major. Course objective is to integrate prior coursework through completion of a consulting project with local entrepreneurial firm, including business plan revision, market research, feasibility testing, financial modeling and analysis, and operations analysis. Overall 2.7 GPA or higher required. Prerequisite(s): MGT 301, MGT 320, MGT 321; Entrepreneurship major.

**MGT 490. Managing the Enterprise. 3 Hours**

Course focuses on creating understanding of how concepts and analytical tools learned in other business courses are integrated in practice to create a coherent whole. Students learn how general and top managers gather and use information to influence organizational mission, goals, and strategies. Course typically relies heavily on cases and business simulation. Prerequisite(s): DSC 211; FIN 301 or 300; MGT 301 or 300; MIS 301 or 300; MKT 301 or 300; OPS 301 or 300; senior standing; Business majors only.

**MGT 491. Honors Thesis. 3 Hours**

Selection, design, investigation, and completion of an independent and original research thesis under guidance of departmental faculty member. Prerequisite(s): University Honors Program participant; permission of department chairperson and director of Honors Program; senior standing.

**MGT 492. Honors Thesis. 3 Hours**

Selection, design, investigation, and completion of an independent and original research thesis under guidance of departmental faculty member. Prerequisite(s): University Honors Program participant; permission of department chairperson and director of Honors Program; senior standing.

**MGT 493. Mini-seminar in Managerial Topics. 1 Hour**

A one hour seminar that studies selected topics or issues in contemporary managerial practice, domestic or international. May be taken more than once if topics change. Title will reflect topics covered in a particular offering. Prerequisite(s): Varies by topic: Junior standing.

**MGT 494. Seminar in Management. 3 Hours**

Study of selected topics or issues in contemporary managerial practice, domestic or international. May be taken more than once if topics change. Title will reflect topics covered in a particular offering. Prerequisite(s): Vary by topic; junior standing.

**MGT 497. Internship for General Elective Credit. 1-3 Hours**

Supervised work experience in partnership with sponsoring employer that is directly relevant to major or minor. Must work with internship coordinator and get approval of department chairperson or designee. May be used for general elective credit only. 7 or higher; permission of Internship Coordinator. Prerequisite(s): ENT or IBM majors; junior standing; overall GPA of 2.7 or higher.

**MGT 498. Cooperative Education. 1-3 Hours**

Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Permission of chairperson or designee required. May be used for general elective credit only. IBM or ENT majors only. Prerequisite(s): ENT or IBM majors only; Overall GPA of 2.7 or higher.

**MGT 499. Independent Study. 1-3 Hours**

Supervised study involving directed readings, individual research (library, field, or experimental), or projects in specialized area of management. May be taken only once. May count as general elective credit. Does not apply to requirements for International Business Management or Entrepreneurship major or minor. Prerequisite(s): MGT 301; ENT or IBM major; senior standing; sponsorship by faculty member; permission of department chairperson.

## Marketing Courses

**MKT 300. Survey of Marketing. 3 Hours**

Survey of marketing for non-marketing majors. Course introduces students to market and environmental analysis, marketing strategy and links with corporate strategy, market segmentation, organizational and consumer markets, and marketing mix (product, price, promotion, place). Prerequisite(s): Non-business majors only; sophomore standing.

**MKT 301. Principles of Marketing. 3,4 Hours**

The general principles and practices underlying the processes of marketing. Analysis of the environmental conditions of manufacturers, wholesalers, retailers, and other marketing agencies. Prerequisite(s): (BIZ 100 or BIZ 200 or BIZ 102 or BIZ 201); Business majors only; sophomore standing.

**MKT 310. Principles of Selling. 3 Hours**

The nature of selling, explored through the practical application of buying motives and selling techniques. Projects and role-playing to experience the preparation, closing, and post-purchase phases of selling. Prerequisite(s): MKT 300 or MKT 301.

**MKT 313. Sales Negotiations. 3 Hours**

Course integrates conceptual understanding with practical application of negotiation, with a particular emphasis on sales negotiations. Additionally, the course examines cultural and gender differences in negotiation, the influence of personality traits, the negotiation process, and different ways in which to negotiate, in particular the differences associated with transactional and relationship based selling. Demonstrated knowledge, skills and abilities are part of course requirements. This course counts as a Marketing elective. This course counts as an Insight Selling Emphasis elective. Prerequisite(s): MKT 310.

**MKT 315. Retail Marketing. 3 Hours**

Survey of the development of retailing and the impact of consumer behavior, fashion, computers, and other innovations. Structural organization, location, and layout. Merchandising operations including planning of sales, purchases, stock control, markup, and expense control. Prerequisite(s): MKT 300 or MKT 301.

**MKT 340. Multicultural Marketing Analysis. 3 Hours**

Study of basic concepts and theories of multicultural marketing. Students acquire basic understanding of culture, awareness of cultural differences, and appreciation of importance of cultural adaptation for marketing program, especially as related to development of marketing systems. Prerequisite(s): MKT 300 or MKT 301.

**MKT 341. Business-to-Business Marketing. 3 Hours**

Concepts and analytical procedures associated with marketing to business. Business consumer and competitor analysis, marketing information systems, marketing research, and demand forecasting. Strategy development in product, promotion, distribution, and pricing with focus on manufacturers of business products. Prerequisite(s): MKT 300 or MKT 301.

**MKT 350. Digital Marketing. 3 Hours**

Comprehensive study of the internet as a marketing channel and as an economic and social phenomenon. Emphasis is on role of internet in firm's overall marketing efforts, especially marketing mix, target markets, and external environment; principles of e-commerce; and application of course knowledge in a managerial and decision-making context. Prerequisite(s): MKT 300 or MKT 301.

**MKT 351. Social Media Marketing and Metrics. 3 Hours**

Social media and online communication dominate our daily lives in an unprecedented manner. This course will increase learners' understanding of social media platforms from a business perspective, strategies that are meaningful to consumers and impactful for brands, the integration of social media into omni-channel marketing programs, and the importance and use of metrics to analyze and drive strategic decisions. Prerequisite(s): MKT 300 or MKT 301.

**MKT 361. Christian Ethics and Meaningful Marketing. 3 Hours**

Interdisciplinary survey of basic marketing principles alongside Catholic social teaching and major ideas in Christian ethics. Students reflect on historical and contemporary questions about marketing and Christian ethics, and analyze marketing strategies with respect to diversity (i.e. gender, class, race,) and social justice. Prerequisite(s): REL 103 or ASI 110 or equivalent; sophomore level.



**MKT 411. Sales Management. 3 Hours**

The structure of the sales organization; determination of sales policies; selection, training, and motivation of salespersons; establishing sales territories and quotas. Prerequisite(s): (MKT 300 or MKT 301); MKT 310.

**MKT 412. Advanced Selling Skills in High Technology Industries. 3 Hours**

This course is focused on expanding the depth and breadth of the students' knowledge of the professional selling process, so that they can develop a much deeper understanding of Business-to-Business (B2B), Consultative Selling in High Technology Industries, with a significant emphasis placed on the Complex or Major Sale. Prerequisite(s): MKT 310.

**MKT 413. Value Analysis in Major Sales Engagements. 3 Hours**

According to Neil Rackham, author of "SPIN Selling": "Today, sales forces that simply communicate value to the customer are doomed to fail. Sales must begin to create value for the customer, in order to survive." In this course you will learn how to define and begin the process of investigating and determining three types of value for the customer: Financial Value, Business Value and Personal Value. We will then learn how to further develop and quantify each type of value for the customer. Once we have created the value for the customer, we will focus on how to articulate and present this value to the customer by "selling with impact"; to close the sale, win the business and enhance the long-term Customer Partnering Relationship. Prerequisite(s): MKT 310.

**MKT 415. Sales Coaching. 1 Hour**

This course is for experienced insight selling students who seek to develop their managerial/mentoring skills through learning how to coach a sales team. Prerequisite(s): MKT 310, permission of the department chair.

**MKT 416. Inside Sales. 3 Hours**

A review of the sales process when sales professionals operate from their office and are not visiting face-to-face with potential customers. Students learn how to qualify prospective customers, and employ webinars, email, and telephone calls to interact with prospective customers. Prerequisite(s): MKT 310.

**MKT 420. Entrepreneurial Marketing. 3 Hours**

Study of the techniques used to profitably identify and fill customers' needs when operating within a limited budget during the early stages of a start-up or in a small to medium sized firm. Course strives to develop skills in applying basic marketing principles and high impact sales and promotion techniques in integrated manner to produce a practical, cost-effective action plan for start-ups and smaller companies. Prerequisite(s): MKT 300 or MKT 301.

**MKT 421. Advertising. 3 Hours**

Nature and scope of advertising, social and economic aspects, role of research, creative strategy, media planning and selection, coordination with other marketing efforts. Prerequisite(s): MKT 300 or MKT 301.

**MKT 428. Promotion Management. 3 Hours**

Integration course to familiarize marketing students interested in promotion and marketing communication with tools necessary for the development, implementation, and management of promotional programs. Focus on management and coordination of advertising, personal selling, publicity and public relations, sales promotion, and collateral materials. Prerequisite(s): MKT 300 or MKT 301.

**MKT 430. Brand Management. 3 Hours**

This highly interactive course is a hands-on, practical exploration of product, service, and enterprise-wide brand building and management. The course is structured along the daily responsibilities and challenges faced by brand/marketing managers. As such, the course will provide experience with proven strategies for building successful brands in the competitive marketplace, the decisions and options faced by brand managers, and the tools to effectively manage brands. It covers topics such as product management, branding, brand equity, integrated branding strategies, brand positioning, perceptual mapping and long term brand management. Prerequisite(s): MKT 300 or MKT 301.

**MKT 435. New Product Development. 3 Hours**

Investigation and analysis of the new product development process, the management of a product through its life cycle, and the importance of the price variable in the product management process. Prerequisite(s): MKT 300 or MKT 301.

**MKT 436. Marketing Intelligence. 3 Hours**

This course provides an examination of how consumer marketing is evolving in the context of consumer behavior analysis, personalized marketing channels, and computer automation tools. The focus is on analyzing personalized consumer marketing based on consumer behavior. Prerequisite(s): MKT 300 or MKT 301.

**MKT 437. Advanced New Product Development. 3 Hours**

Study of the role of new product development in driving marketing success for firms. This course is designed to help students develop an understanding and appreciation of the difficulties and challenges of designing, developing, and launching new products. Prerequisite(s): MKT 435.

**MKT 440. Global Marketing. 3 Hours**

Emphasis on understanding global marketing environments, developing skills of global market analysis, designing and developing appropriate marketing strategies for global markets, decision making in global marketing. Prerequisite(s): MKT 300 or MKT 301.

**MKT 441. Topics in Marketing Analytics. 3 Hours**

This course will introduce students to quantitative analytical methods (a.k.a. marketing analytics) commonly used to solve marketing problems and assist in making business decisions. These techniques help marketers identify customer preferences, segment the market, predict customer responses to marketing mix decisions, and help guide resource allocation (e.g., preparing marketing budget). This course is expected to provide students with hands-on experience implementing these analytical techniques in various business decisions using software (Microsoft Excel) likely used in every business office. This course is intended as a complement to the MKT Capstone course (MKT 455), and is not a substitution for the MKT Capstone course (MKT 455). Prerequisite(s): MKT 300 or MKT 301, DSC 211.

**MKT 450. Buyer Behavior & Market Analysis. 6 Hours**

Integration of theoretical components of buyer behavior and marketing research. Emphasis placed on how marketing managers use concepts from these bodies of knowledge to make better decisions. Topics include common processes and methods of contemporary market research, analysis of purchase decisions, market research techniques used to gather information about purchase decisions, and use of information to formulate and implement a marketing strategy. Prerequisite(s): DSC 211; MKT 301; Marketing major; junior standing.

**MKT 455. Marketing Analytics and Strategy. 3 Hours**

This course, which is the CAP major capstone, focuses on the analytical methods used to interpret market and customer data and to inform strategic decisions. Emphasis is placed on applying the empirical results from data analyses to issues of market identification and segmentation, product and brand positioning, pricing, distribution, and promotional strategies. Topics include hypothesis testing through statistical analyses, development of data-driven marketing strategy recommendations, and clarity in reporting of results. These topics are covered through analysis of marketing project data from class clients, preparation of a comprehensive marketing research strategy report, and presentation of results and recommendations to clients. Prerequisite(s): ACC 207, ACC 208; MKT 450; Marketing major.

**MKT 493. Mini Seminar in Marketing Topics. 1 Hour**

A one hour seminar that studies selected topics or issues in contemporary managerial practice, domestic or international. May be taken more than once if topics change. Title will reflect topics covered in a particular offering. Prerequisite(s): Varies by topic: Junior standing.

**MKT 494. Special Topics in Marketing. 3 Hours**

Subject varies from time to time. May be taken more than once if topic changes. Prerequisite(s): Vary by topic.

**MKT 497. Internship for General Elective Credit. 1-3 Hours**

Practical work experience associated with career development and career exploration. See internship coordinator for details. Permission of department chair or designee required. Prerequisite(s): MKT major; junior standing; overall gpa of 2.7 or higher; permission of internship coordinator.

**MKT 498. Cooperative Education. 1-3 Hours**

Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Permission of chairperson or designee required. For general elective credit only. Prerequisite(s): MKT major; overall gpa of 2.7 or higher.

**MKT 499. Independent Study in Marketing. 1-3 Hours**

Study of one or more specific aspects of the marketing process with emphasis on individual reading and research. Subject matter to be determined by the instructor on the basis of interest and need of the student. Enrollment limited. Permission of chairperson or designee required. Prerequisite(s): MKT 301; MKT major; senior standing; permission of department chairperson.



## Font Notice

This document should contain certain fonts with restrictive licenses. For this draft, substitutions were made using less legally restrictive fonts. Specifically:

Helvetica was used instead of Arial.

The editor may contact Leepfrog for a draft with the correct fonts in place.