MANAGEMENT AND MARKETING

Majors:

- Bachelor of Science in Business Administration, Entrepreneurship (p. 1)
- Bachelor of Science in Business Administration, Management (p. 4)
- Bachelor of Science in Business Administration, Marketing (p. 6)
- Bachelor of Science in Business Administration, Marketing - Digital Marketing (p. 6)Concentration (p. 6)
- Bachelor of Science in Business Administration, Marketing - Insight Selling (p. 6)Concentration (p. 6)

Minors:

- Entrepreneurship (p. 3)
- Insight Selling (p. 8)
- Management (p. 5)
- Marketing (p. 8)

Certificate:

- Social Entrepreneurship (p. 8)

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

Faculty

Riley Dugan, Chairperson
Professors: Janney, Kiewitz, Sullivan
Associate Professors: DeGhetto, Hanek, Joo, Marshall, Su
Assistant Professors: Jung
Senior Lecturers: Krella, Lewis
Lecturers: Berry, Shockley
Adjunct Faculty: Grant, Greger, June, MacDonald, Miller, Stinnett, 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 focus 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.

The Entrepreneurship major curriculum begins Sophomore year with a two-course sequence in MGT 220 and MGT 221 (taken over an academic year). A key feature of the Entrepreneurship major is that 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 gain valuable experience by participating in a number of co-curricular, hands-on opportunities to practice entrepreneurship. Many of these are run by our Crotty Entrepreneurship Center, including:

- E.A.T.T. - Entrepreneurs At The Table
- Flyer Angels (a student-run angel fund open to ENT majors only)
- UD Flyer Pitch Competition (a Business Plan Competition open to all students, all majors)
- 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 120 hours

The Common Academic Program (CAP) is an innovative curriculum that is the foundation of a University of Dayton education. It is a learning experience that is shared in common among all undergraduate students, regardless of their major. Some CAP requirements must be fulfilled by courses taken at UD. Some major requirements must also be fulfilled by courses taken at UD. Students should consult with their advisor regarding applicability of transfer credit to fulfill CAP and major program requirements.

Common Academic Program (CAP) [1]		
First-Year Humanities Commons [2]		6 cr. hrs.
HUM 101	Chaminade Seminar: Reading and Responding to the Signs of the Times	
HUM 102	Marie Thérèse Seminar: Human Dignity and the Common Good	
Second-Year Rhetoric and Writing		3 cr. hrs.
Arts		3 cr. hrs.

Mathematics	3 cr. hrs.
Natural Science [3]	4 cr. hrs.
Oral Communication	3 cr. hrs.
Social Science	3 cr. hrs.
Advanced Study	9 cr. hrs.
Historical Studies (3 cr. hrs.) [4]	
Philosophical Studies (3 cr. hrs.)	
Religious Studies (3 cr. hrs.) [5]	
Crossing Boundaries	9 cr. hrs.
Faith Traditions (3 cr. hrs.)	
Interdisciplinary Investigations (3 cr. hrs.) [4]	
Practical Ethical Action (3 cr. hrs.)	
Diversity and Social Justice [5, 6]	3 cr. hrs.
Major Capstone [7]	0-6 cr. hrs.
Experiential Learning [8]	0-3 cr. hrs.
Total Hours	**0-55**

1. 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.
2. May be completed with ASI 101 and ASI 102 through the Core Program. ASI 101 also fulfills CAP Arts and ASI 102 also fulfills CAP Second-Year Rhetoric and Writing.
3. Must include a lecture course and a lab.
4. U.S. History AP and CLEP credit will not satisfy this requirement.
5. Must be completed with a UD course or education abroad transfer credit; other types of transfer credit cannot be applied.
6. May not double count with First-Year Humanities Commons, Second-Year Rhetoric and Writing, Oral Communication, Social Science, or Natural Science CAP components, but may double count with courses taken to satisfy other CAP components and/or courses taken in the student's major.
7. The course or experience is designed by faculty in each major; it may, or may not, be assigned credit hours. The Major Capstone CAP requirement must be completed with a UD course; transfer credit cannot be applied.
8. The course or experience will have variable credit, depending on the intensity and duration of the experience, or where it is housed in existing curricular and co-curricular spaces.

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SBA Core Curriculum [1]

ACC 201	Accounting Information for Business Decisions I	3
ACC 202	Accounting Information for Business Decisions II	3
BAN 210	Statistics for Business Analytics I	3
BAN 211	Statistics for Business Analytics 2	3
BIZ 101	Launching Your Business Career: Foundations for Student Success [2]	1
BIZ 103	Develop Your Vocation and Career Flight Plan [3]	1
BIZ 201	Business Cases and Communications	3
BIZ 202	Career Flight Takeoff [4]	1
BIZ 301	Successfully Navigating Your Career Flight Plan	1
BIZ 497	Professional Work Experience [5]	0-6
ECO 203	Principles of Microeconomics	3
ECO 204	Principles of Macroeconomics	3
FIN 301	Introduction to Financial Management	3
MGT 101	Entrepreneurial, Innovative, and Creative Mindsets	3
MGT 201	Legal and Ethical Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Strategic Management	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
BWISE Intercultural and Service Requirements		
Total Hours		**52-58**

1. No more than two semester grades of D are allowed in the SBA Core Curriculum. When this threshold is violated, the course grade will not satisfy the SBA Core Curriculum requirement. A course may be taken again in order to demonstrate a grade above a D. The University policy regarding calculating GPA when a course is re-taken applies in these circumstances.
2. Requirement is waived for students who transfer from other universities.
3. Requirement is waived for students who transfer from other universities with more than 45 credit hours.
4. Requirement is *optional* for students who transfer from other universities with more than 45 credit hours.
5. ACC 497, ECO 496, ECO 497, FIN 496, FIN 497, INB 497, MGT 497, MGT 498, MIS 498, MKT 497, MKT 498, and OPS 498 are acceptable alternatives for BIZ 497.

Major Requirements [1]		**18**
MGT 220	Micro Company Experience I (Must be taken first semester Sophomore Year)	3
MGT 221	Micro Company Experience II (Must be taken second semester Sophomore Year)	3

MGT 320	Feasibility and Finance in Entrepreneurship	3
MGT 430	Entrepreneurship Capstone (Satisfies CAP Major Capstone)	3
Select two courses from: [2]		6
MGT 402	Leadership & Motivation	
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 426	Fundamentals of New Tech Ventures	
MGT 429	Current Issues in Entrepreneurship	
MGT 431	Venture for Change Accelerator	
MKT 412	Advanced Selling Skills in High Technology Industries	
MKT 413	Value Analysis in Major Sales Engagements	
MKT 435	New Product Development	

1 Approval needed for graduate courses to count toward the undergraduate degree. Bachelor's Plus Master's (BPM) students may double-count up to nine (9) hours of approved graduate courses to meet requirements for both their undergraduate program and their future master's degree. Students cannot take both the undergraduate and alternative graduate courses.

2 Subject to UD policies and processes for undergraduate students taking graduate courses, students may replace MGT 402 with MBA 671.

Minor in Entrepreneurship (ENT)

Entrepreneurship

Business Majors [2,3,4]		
MGT 318	Fundamentals of Startup Feasibility and Finance	3
MGT 430	Entrepreneurship Capstone	3
Select two courses from: [1]		6
MGT 402	Leadership & Motivation	
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 426	Fundamentals of New Tech Ventures	
MGT 429	Current Issues in Entrepreneurship	
MGT 431	Venture for Change Accelerator	
MKT 412	Advanced Selling Skills in High Technology Industries	
MKT 413	Value Analysis in Major Sales Engagements	
MKT 435	New Product Development	
Total Hours		**12**

1 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.

2 More than 50 percent of credits in the minor must be taken at UD. All courses in the minor must be completed for letter grades (Option 1). Courses taken using Option 2 grading (satisfactory/no credit) will not count towards the minor.

3 Approval needed for graduate courses to count toward the undergraduate degree. Bachelor's Plus Master's (BPM) students may double-count up to nine (9) hours of approved graduate courses to meet requirements for both their undergraduate program and their future master's degree.

4 Subject to UD policies and processes for undergraduate students taking graduate courses, students may replace MGT 402 with MBA 671.

Non-Business Majors [1,2,3]		
MGT 300	Survey of Organizational Behavior	3
MGT 318	Fundamentals of Startup Feasibility and Finance	3
MGT 430	Entrepreneurship Capstone	3
Select one course from:		3
MGT 402	Leadership & Motivation	
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	
MGT 431	Venture for Change Accelerator	
MKT 412	Advanced Selling Skills in High Technology Industries	
MKT 435	New Product Development	
Total Hours		**12**

1 More than 50 percent of credits in the minor must be taken at UD. All courses in the minor must be completed for letter grades (Option 1). Courses taken using Option 2 grading (satisfactory/no credit) will not count towards the minor.

2 Approval needed for graduate courses to count toward the undergraduate degree. Bachelor's Plus Master's (BPM) students may double-count up to nine (9) hours of approved graduate courses to meet requirements for both their undergraduate program and their future master's degree.

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Management

Students majoring in Management (MGT) will build global leadership competencies by acquiring a deeper understanding of 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:

- Bookend experience that launches students into the major and concludes with a set of experiential learning opportunities, including a client-based/organizational project in the capstone course.
- 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.

Management 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.

Management majors can also gain experience by working for Flyer Enterprises, via internships, or any of a number of other hands-on learning experiences in the School of Business to practice what they study. Management majors also often study abroad to round out their experience in the major.

Bachelor of Science in Business Administration, Management (MGT) minimum 120 hours

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Mathematics		3 cr. hrs.
Natural Science [3]		4 cr. hrs.
Oral Communication		3 cr. hrs.
Social Science		3 cr. hrs.
Advanced Study		9 cr. hrs.
Historical Studies (3 cr. hrs.) [4]		
Philosophical Studies (3 cr. hrs.)		
Religious Studies (3 cr. hrs.) [5]		
Crossing Boundaries		9 cr. hrs.
Faith Traditions (3 cr. hrs.)		
Interdisciplinary Investigations (3 cr. hrs.) [4]		
Practical Ethical Action (3 cr. hrs.)		
Diversity and Social Justice [5, 6]		3 cr. hrs.
Major Capstone [7]		0-6 cr. hrs.
Experiential Learning [8]		0-3 cr. hrs.
Total Hours		**0-55**

1. 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.
2. May be completed with ASI 101 and ASI 102 through the Core Program. ASI 101 also fulfills CAP Arts and ASI 102 also fulfills CAP Second-Year Rhetoric and Writing.
3. Must include a lecture course and a lab.
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5. Must be completed with a UD course or education abroad transfer credit; other types of transfer credit cannot be applied.
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ACC 202	Accounting Information for Business Decisions II	3
BAN 210	Statistics for Business Analytics I	3
BAN 211	Statistics for Business Analytics 2	3
BIZ 101	Launching Your Business Career: Foundations for Student Success [2]	1
BIZ 103	Develop Your Vocation and Career Flight Plan [3]	1
BIZ 201	Business Cases and Communications	3
BIZ 202	Career Flight Takeoff [4]	1
BIZ 301	Successfully Navigating Your Career Flight Plan	1
BIZ 497	Professional Work Experience [5]	0-6
ECO 203	Principles of Microeconomics	3
ECO 204	Principles of Macroeconomics	3
FIN 301	Introduction to Financial Management	3
MGT 101	Entrepreneurial, Innovative, and Creative Mindsets	3
MGT 201	Legal and Ethical Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Strategic Management	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
BWISE Intercultural and Service Requirements		
Total Hours		**52-58**

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2. Requirement is waived for students who transfer from other universities.
3. Requirement is waived for students who transfer from other universities with more than 45 credit hours.
4. Requirement is *optional* for students who transfer from other universities with more than 45 credit hours.
5. ACC 497, ECO 496, ECO 497, FIN 496, FIN 497, INB 497, MGT 497, MGT 498, MIS 498, MKT 497, MKT 498, and OPS 498 are acceptable alternatives for BIZ 497.

Major Requirements [1]

INB 302	Survey of International Business	3
MGT 421	Small Business Management	3
MGT 410	Senior Seminar in Management	3
Select three courses from the following list: [2]		9
MGT 316	Women, Gender and Work	
MGT 318	Fundamentals of Startup Feasibility and Finance (non-ENT majors only)	
MGT 350	Managerial Skills	
MGT 402	Leadership & Motivation	
MGT 403	Cross-Cultural Management	
MGT 404	Group Dynamics, Team Processes & Decision Making	
MGT 423	Human Resource Management in the Emerging Firm	
MGT 424	Family Business Management	
MGT 425	Franchising	
MGT 431	Venture for Change Accelerator	
MKT 313	Sales Negotiations	
MKT 411	Sales Management	
MKT 440	Global Marketing	
INB 350	Doing Business in Emerging Markets	
INB 352	Doing Business in Asia	
INB 353	Doing Business in Europe	
INB 400	Special Topics in International Business	
Total Hours		**18**

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2. Subject to UD policies and processes for undergraduate students taking graduate courses, students may replace MGT 402 with MBA 671; MKT 313 with MBA 681; and MKT 411 with MBA 633.

Minor in Management (MGT)

Business Majors [1, 2, 3]		
Select four courses from the following:		12
MGT 316	Women, Gender and Work	
MGT 350	Managerial Skills	
MGT 402	Leadership & Motivation	
MGT 403	Cross-Cultural Management	
MGT 404	Group Dynamics, Team Processes & Decision Making	
MGT 421	Small Business Management	
MGT 423	Human Resource Management in the Emerging Firm	
MGT 424	Family Business Management	
MGT 425	Franchising	
MGT 431	Venture for Change Accelerator	
MKT 313	Sales Negotiations	
MKT 411	Sales Management	
MKT 440	Global Marketing	
INB 302	Survey of International Business	
INB 350	Doing Business in Emerging Markets	
INB 352	Doing Business in Asia	
INB 353	Doing Business in Europe	
INB 400	Special Topics in International Business	
Total Hours		12

Non-Business Majors [1, 2, 3]		
MGT 300	Survey of Organizational Behavior	3
Select four courses from the following:		12
MGT 316	Women, Gender and Work	
MGT 350	Managerial Skills	
MGT 402	Leadership & Motivation	

MGT 403	Cross-Cultural Management	
MGT 404	Group Dynamics, Team Processes & Decision Making	
MGT 421	Small Business Management	
MGT 423	Human Resource Management in the Emerging Firm	
MGT 424	Family Business Management	
MGT 425	Franchising	
MGT 431	Venture for Change Accelerator	
MKT 313	Sales Negotiations	
MKT 411	Sales Management	
MKT 440	Global Marketing	
INB 302	Survey of International Business	
INB 350	Doing Business in Emerging Markets	
INB 353	Doing Business in Europe	
INB 400	Special Topics in International Business	
Total Hours		**15**

1 More than 50 percent of credits in the minor must be taken at UD. All courses in the minor must be completed for letter grades (Option 1). Courses taken using Option 2 grading (satisfactory/no credit) will not count towards the minor.

2 Approval needed for graduate courses to count toward the undergraduate degree. Bachelor's Plus Master's (BPM) students may double-count up to nine (9) hours of approved graduate courses to meet requirements for both their undergraduate program and their future master's degree.

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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 complete marketing process as well as specialized marketing activities such as:

- Sales
- Retailing
- Brand Management
- Marketing Research
- Digital Marketing
- Social Media Marketing

In other coursework, 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. Many classes involve "hands-on" experiences and projects. In the senior-level marketing capstone course, students will complete a marketing project for a real client. This involves designing a study that meets the client's needs, executing the project, analyzing the data, and presenting the results to that client.

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. Marketing students also often study overseas in our programs in the summer or during a full term with our International partners.

Concentrations in Insight Selling or Digital Marketing

Marketing majors also have the option to earn a concentration in **Insight Selling** or **Digital Marketing**. To earn a concentration, majors must select two of their electives from a required list of marketing courses that focus on sales or digital marketing. Additionally, students may earn an Insight Selling or Marketing minor. Each concentration (or minor) is very attractive to many prospective employers.

Students can also become involved in our Sales Center where they can practice their skills in interactions with business/sales Executives from a number of local/regional firms. Students in our Sales Center also successfully compete in a set of sales competitions here at UD as well as other schools around the country, including the National Collegiate Sales Competition.

Faculty

Riley Dugan, Chairperson
Professors: Dugan, Friend, Pan, Hirunyawipada
Associate Professors: Kalra, Yoon, Zhang
Assistant Professors: Edelblum
Senior Lecturers: Cupp
Lecturers: Lindsay
Adjunct Faculty: Coakley, Greger, Mille, Stoffl

Bachelor of Science in Business Administration, Marketing (MKT) minimum 120 hours

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Natural Science [3]		4 cr. hrs.
Oral Communication		3 cr. hrs.
Social Science		3 cr. hrs.
Advanced Study		9 cr. hrs.
Historical Studies (3 cr. hrs.) [4]		
Philosophical Studies (3 cr. hrs.)		
Religious Studies (3 cr. hrs.) [5]		
Crossing Boundaries		9 cr. hrs.
Faith Traditions (3 cr. hrs.)		
Interdisciplinary Investigations (3 cr. hrs.) [4]		
Practical Ethical Action (3 cr. hrs.)		
Diversity and Social Justice [5, 6]		3 cr. hrs.
Major Capstone [7]		0-6 cr. hrs.
Experiential Learning [8]		0-3 cr. hrs.
Total Hours		**0-55**

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2. May be completed with ASI 101 and ASI 102 through the Core Program. ASI 101 also fulfills CAP Arts and ASI 102 also fulfills CAP Second-Year Rhetoric and Writing.
3. Must include a lecture course and a lab.
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5. Must be completed with a UD course or education abroad transfer credit; other types of transfer credit cannot be applied.
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BAN 210	Statistics for Business Analytics I	3
BAN 211	Statistics for Business Analytics 2	3
BIZ 101	Launching Your Business Career: Foundations for Student Success [2]	1
BIZ 103	Develop Your Vocation and Career Flight Plan [3]	1
BIZ 201	Business Cases and Communications	3
BIZ 202	Career Flight Takeoff [4]	1
BIZ 301	Successfully Navigating Your Career Flight Plan	1
BIZ 497	Professional Work Experience [5]	0-6
ECO 203	Principles of Microeconomics	3
ECO 204	Principles of Macroeconomics	3
FIN 301	Introduction to Financial Management	3
MGT 101	Entrepreneurial, Innovative, and Creative Mindsets	3
MGT 201	Legal and Ethical Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Strategic Management	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
BWISE Intercultural and Service Requirements		
Total Hours		**52-58**

1. No more than two semester grades of D are allowed in the SBA Core Curriculum. When this threshold is violated, the course grade will not satisfy the SBA Core Curriculum requirement. A course may be taken again in order to demonstrate a grade above a D. The University policy regarding calculating GPA when a course is re-taken applies in these circumstances.
2. Requirement is waived for students who transfer from other universities.

[3] Requirement is waived for students who transfer from other universities with more than 45 credit hours.
[4] Requirement is *optional* for students who transfer from other universities with more than 45 credit hours.
[5] ACC 497, ECO 496, ECO 497, FIN 496, FIN 497, INB 497, MGT 497, MGT 498, MIS 498, MKT 497, MKT 498, and OPS 498 are acceptable alternatives for BIZ 497.

Major Requirements		
MKT 452	Marketing Research I	3
MKT 455	Marketing Research II	3
Select four MKT electives: [1, 2]		12
Total Hours		**18**

[1] MIS 467 may be selected only by MIS and MKT double majors.
[2] Approval needed for graduate courses to count toward the undergraduate degree. Bachelor's Plus Master's (BPM) students may double-count up to nine (9) hours of approved graduate courses to meet requirements for both their undergraduate program and their future master's degree.
[3] Subject to UD policies and processes for undergraduate students taking graduate courses, students may replace MKT 313 with MBA 681; MKT 350 with MBA 631; MKT 411 with MBA 633; MKT 441 with MBA 632; MKT 494 with MBA 639.

Minor in Marketing (MKT)

Marketing		
Business Majors [2, 3, 4]		
Select four MKT electives (300/400 level) [1]		12
Total Hours		**12**

Non-Business Majors [2, 3, 4]		
MKT 300	Survey of Marketing	3
Select four MKT electives (300/400 level) [1]		12
Total Hours		**15**

[1] In a pattern selected in consultation with an academic advisor.
[2] More than 50 percent of credits in the minor must be taken at UD. All courses in the minor must be completed for letter grades (Option 1). Courses taken using Option 2 grading (satisfactory/no credit) will not count towards the minor.
[3] Approval needed for graduate courses to count toward the undergraduate degree. Bachelor's Plus Master's (BPM) students may double-count up to nine (9) hours of approved graduate courses to meet requirements for both their undergraduate program and their future master's degree.
[4] Subject to UD policies and processes for undergraduate students taking graduate courses, students may replace MKT 313 with MBA 681, MKT 350 with MBA 631, MKT 411 with MBA 633, MKT 441 with MBA 632, and MKT 494 with MBA 639.

Minor in Insight Selling (NSS)

Insight Selling Minor:

This minor develops in students the skills and knowledge to succeed in business-to-business high-technology-based, relationship selling, which differs from most sales jobs available. Courses all feature experiential exercises, and provide pathways to internships with corporations engaging in this type of sales.

Insight Selling Minor [3., 4., 5.]		
Required Course		
MKT 310	Principles of Selling [1.]	3
Plus choose 9 hours of electives from the following list [2.]		9
MKT 313	Sales Negotiations	
MKT 411	Sales Management	
MKT 412	Advanced Selling Skills in High Technology Industries	
MKT 413	Value Analysis in Major Sales Engagements	
MKT 415	Sales Coaching	
MKT 416	Inside Sales	
Total Hours		**12**

[1.] Pre-requisite either MKT 300 or MKT 301
[2.] All Insight Selling courses require MKT 310 as a pre-requisite.
[3.] More than 50 percent of credits in the minor must be taken at UD. All courses in the minor must be completed for letter grades (Option 1). Courses taken using Option 2 grading (satisfactory/no credit) will not count towards the minor.
[4.] Approval needed for graduate courses to count toward the undergraduate degree. Bachelor's Plus Master's (BPM) students may double-count up to nine (9) hours of approved graduate courses to meet requirements for both their undergraduate program and their future master's degree.
[5.] Subject to UD policies and processes for undergraduate students taking graduate courses, students may replace MKT 313 with MBA 681; MKT 411 with MBA 633.

Certificate in Social Entrepreneurship

The Undergraduate Certificate in Social Entrepreneurship is a specialized program designed to give students a robust foundation in purpose-driven entrepreneurship and social impact innovation in just 9 credit hours. This Certificate offers an accessible pathway for students from diverse academic backgrounds to gain essential skills to address systemic challenges while supporting the dignity of all people, enhancing their versatility and career prospects. Drawing on the P.A.C.E. Framework (Purpose, Advantage, Community, Execution) and Marianist principles, this program equips you with the knowledge and tools necessary to design and execute ventures that are both financially sound and meaningfully impactful, by leveraging human-centered AI approaches.

MGT 101	Entrepreneurial, Innovative, and Creative Mindsets [1]	3
MGT 320	Feasibility and Finance in Entrepreneurship [1]	3
or MGT 318	Fundamentals of Startup Feasibility and Finance	
MGT 431	Venture for Change Accelerator [1]	3
Total Hours		**9**

[1]
- Students must earn a C- or above in each course in the program and obtain a minimum 2.0 GPA average in the certificate courses overall.
- All courses in the certificate must be completed for letter grades (Option 1). Courses taken using Option 2 grading (satisfactory/no credit) will not count towards the certificate.

- University of Dayton degree-seeking students may transfer 3 credit hours into the Certificate, if the course is judged as equivalent following the School of Business Administration transfer credit policy. Non-degree seeking students may not transfer credit hours into the Certificate.

- Entrepreneurship (p. 9)
- Management (p. 9)
- Marketing (p. 9)
- Marketing with an Insight Selling (p. 10) Concentration (p. 10)
- M (p. 10)arketing with a D (p. 10)igital Marketing (p. 10) Concentration (p. 10)

Entrepreneurship

First Year

Fall	Hours	Spring	Hours
BIZ 101	1	BIZ 103	1
ECO 203	3	ECO 204	3
HUM 101	3	HUM 102	3
MGT 201	3	BIZ 201	3
MGT 101	3	CAP Arts Study	3
CAP Natural Science & Lab	4		
	17		**13**

Second Year

Fall	Hours	Spring	Hours
MGT 220	3	MGT 221	3
ACC 201	3	ACC 202	3
BAN 210	3	BAN 211	3
BIZ 202	1	MKT 301	3
MGT 301	3	CAP 2nd-Year Rhetoric and Writing	3
CAP Faith Traditions	3		
	16		**15**

Third Year

Fall	Hours	Spring	Hours	Summer	Hours
MGT 320	3	ENT Elective	3	BIZ 497	0-6
FIN 301	3	BIZ 301	1		
MIS 301	3	OPS 301	3		
CAP Advanced Philosophical Studies	3	CAP Advanced Religious Studies	3		
Open Elective	3	Open Elective	3		
		Open Elective	1		
	15		**14**		**0-6**

Fourth Year

Fall	Hours	Spring	Hours
MGT 430	3	ENT Elective	3
CAP Advanced Historical Studies	3	MGT 490	3
CAP Diversity & Social Justice	3	Open Elective	3
Open Elective	3	Open Elective	3
Open Elective	3		
	15		**12**

Total credit hours: 117-123

Management

First Year

Fall	Hours	Spring	Hours
BIZ 101	1	BIZ 103	1
ECO 203	3	BIZ 201	3
HUM 101	3	ECO 204	3
MGT 101	3	HUM 102	3
MGT 201	3	MTH 129	3
CAP Natural Science & Lab	4	CAP Arts Study	3
	17		**16**

Second Year

Fall	Hours	Spring	Hours
ACC 201	3	INB 302	3
BAN 210	3	ACC 202	3
BIZ 202	1	BAN 211	3
MGT 301	3	MIS 301	3
CAP 2nd-Year Rhetoric and Writing	3	CAP Diversity & Social Justice	3
CAP Faith Traditions	3		
	16		**15**

Third Year

Fall	Hours	Spring	Hours	Summer	Hours
MGT 421	3	MGT Elective	3	BIZ 497	0-6
MGT Elective	3	BIZ 301	1		
MKT 301	3	FIN 301	3		
OPS 301	3	CAP Advanced Historial Studies	3		
Open Elective	3	Open Elective	3		
		Open Elective	3		
	15		**16**		**0-6**

Fourth Year

Fall	Hours	Spring	Hours
MGT Elective	3	MGT 410	3
MGT 490	3	CAP Advanced Religious Studies	3
CAP Advanced Philosophical Studies	3	Open Elective	3
Open Elective	3	Open Elective	3
Open Elective	1		
	13		**12**

Total credit hours: 120-126

Marketing

First Year

Fall	Hours	Spring	Hours
BIZ 101	1	BIZ 103	1
BIZ 201	3	ECO 204	3
ECO 203	3	HUM 102	3
HUM 101	3	MGT 101	3
MGT 201	3	MTH 129	3
CAP Natural Science & Lab	4	CAP Arts Study	3
	17		**16**

Second Year

Fall	Hours	Spring	Hours
ACC 201	3	ACC 202	3
BAN 210	3	BAN 211	3
BIZ 202	1	MGT 301	3
MKT 301	3	MIS 301	3
CAP 2nd-Year Rhetoric and Writing	3	CAP Diversity & Social Justice	3

CAP Faith Traditions	3			
	16	**15**		

Third Year

Fall	Hours	Spring	Hours	Summer	Hours
MKT Elective	3	MKT 452	3	BIZ 497	0-6
OPS 301	3	BIZ 301	1		
CAP Advanced Philosophical Studies	3	FIN 301	3		
Open Elective	3	CAP Advanced Religious Studies	3		
Open Elective	3	Open Elective	3		
	15		**13**		**0-6**

Fourth Year

Fall	Hours	Spring	Hours
MKT 455	3	MKT Elective	3
MKT Elective	3	MKT Elective	3
Open Elective	3	MGT 490	3
Open Elective	3	CAP Advanced Historical Studies	3
Open Elective	1	Open Elective	3
	13		**15**

Total credit hours: 120-126

Marketing with an Insight Selling Concentration

First Year

Fall	Hours	Spring	Hours
BIZ 101	1	BIZ 103	1
ECO 203	3	BIZ 201	3
HUM 101	3	ECO 204	3
MGT 101	3	HUM 102	3
MGT 201	3	MTH 129	3
CAP Natural Science & Lab	4	CAP Arts Study	3
	17		**16**

Second Year

Fall	Hours	Spring	Hours
ACC 201	3	ACC 202	3
BAN 210	3	BAN 211	3
BIZ 202	1	MGT 301	3
MKT 301	3	MIS 301	3
CAP 2nd-Year Rhetoric and Writing	3	CAP Diversity & Social Justice	3
CAP Faith Traditions	3		
	16		**15**

Third Year

Fall	Hours	Spring	Hours	Summer	Hours
MKT 310	3	MKT 452	3	BIZ 497	0-6
FIN 301	3	Insight Selling Elective	3		
OPS 301	3	BIZ 301	1		
CAP Advanced Philosophical Studies	3	Open Elective	3		
Open Elective	3	CAP Advanced Religious Studies	3		
	15		**13**		**0-6**

Fourth Year

Fall	Hours	Spring	Hours
MKT 455	3	MGT 490	3
Insight Selling Elective	3	MKT Elective	3
Open Elective	3	CAP Advanced Historial Studies	3
Open Elective	3	Open Elective	3
Open Elective	3	Open Elective	1
	15		**13**

Total credit hours: 120-126

Marketing with a Digital Marketing Concentration

First Year

Fall	Hours	Spring	Hours
BIZ 101	1	BIZ 103	1
ECO 203	3	BIZ 201	3
HUM 101	3	ECO 204	3
MGT 101	3	HUM 102	3
MGT 201	3	MTH 129	3
CAP Natural Science & Lab	4	CAP Arts Study	3
	17		**16**

Second Year

Fall	Hours	Spring	Hours
ACC 201	3	ACC 202	3
BAN 210	3	BAN 211	3
BIZ 202	1	MGT 301	3
MKT 301	3	MIS 301	3
CAP 2nd-Year Rhetoric and Writing	3	CAP Diversity & Social Justice	3
CAP Faith Traditions	3		
	16		**15**

Third Year

Fall	Hours	Spring	Hours	Summer	Hours
MKT 350	3	MKT 452	3	BIZ 497	0-6
OPS 301	3	Digital Marketing Elective	3		
CAP Advanced Philosophical Studies	3	BIZ 301	1		
Open Elective	3	FIN 301	3		
Open Elective	3	Open Elective	3		
	15		**13**		**0-6**

Fourth Year

Fall	Hours	Spring	Hours
MKT 455	3	MGT 490	3
Digital Marketing Elective	3	MKT Elective	3
CAP Advanced Religious Studies	3	CAP Advanced Historical Studies	3
Open Elective	3	Open Elective	3
Open Elective	3	Open Elective	1
	15		**13**

Total credit hours: 120-126

International Business Courses

INB 302. Survey of International Business. 3 Hours
Introduction to international business and how it is different from domestic business. Globalization and its effects, differences in culture, political, and economic systems across borders. Prerequisites: Sophomore standing.

INB 350. Doing Business in Emerging Markets. 3 Hours
This course is designed to give students an opportunity to explore and understand the challenges to global business in emerging markets, including those in Africa, Asia, Latin and Central America, the Middle East, and the former East Bloc. The course examines commonalities of different regions and countries while highlighting cultural, economic, and sociopolitical differences. Additionally, social responsibility and the emergence of micro-lending and nontraditional forms of business operation will be presented. This course is offered intermittently. Prerequisites: INB 302.

INB 352. Doing Business in Asia. 3 Hours
This course is designed as a survey of the evolution of selected economies of Asia, with the aim of identifying conditions and governmental policies that impact economic development. The course provides an overview of sociocultural, religious, historic, economic, and political contexts as these impact ways that business is conducted in Asia. This course is offered intermittently. Prerequisites: INB 302.

INB 353. Doing Business in Europe. 3 Hours
This course is designed as a survey of the evolution of selected economies of Europe, with the aim of identifying conditions and governmental policies that impact economic development. The course reviews the historical steps that led to the establishment of the European Union and provides an in-depth understanding of the EU business environment. The course utilizes case studies to afford participants with a hands-on familiarity with business practices and effective strategies for conducting business in the EU from the perspective of European managers as well as non-European multinational corporations. This course is offered intermittently. Prerequisites: INB 302.

INB 357. Export Management. 3 Hours
This course offers a comprehensive study of international export procedures and operations. Topics covered include export documentation, managing export transactions, planning export operations, export communications, shipping and packaging, export payment and collection methods, export insurance, governmental and foreign export regulations, export support programs and services, exports within NAFTA, and designing export management systems. This course prepares students for the CGBP (Certified Global Business Professional) Certification. Prerequisite(s): INB 302.

INB 400. Special Topics in International Business. 3 Hours
The specific topic of this course will vary. Students may take it multiple times if the topic is different. Prerequisite: INB 302.

INB 497. International Internship. 1-3 Hours
Practical international work experience closely associated with student's major, minor, certificate program. Permission of program director required. See internship coordinator for details.

Management Courses

MGT 101. Entrepreneurial, Innovative, and Creative Mindsets. 3 Hours
Introduction to the entrepreneurship discipline. The course focuses on entrepreneurship as a mindset, a process , and an approach to creating value in a variety of contexts beyond new venture creation. Students will explore how to incorporate creativity and innovation into the way they think and act both personally and professionally. Emphasis is placed on directing entrepreneurial efforts to promote the common good.

MGT 201. Legal and Ethical 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. This course also provides an overview of the relationship between law and business ethics and a general framework for applying legal and ethical reasoning in business decision making.

MGT 220. Micro Company Experience I. 3 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. Prerequisites: Entrepreneurship major; Sophomore, Junior, or Senior standing.

MGT 221. Micro Company Experience II. 3 Hours
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. Pre/Corequisite: (ACC 201 or ACC 202 or ACC 207). Prerequisites: MGT 220 and Entrepreneurship major.

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. This course is offered intermittently. Prerequisites: Sophomore standing.

MGT 300. Survey of Organizational Behavior. 3 Hours
Survey of Organizational Behavior (OB) for non-business majors. Focuses on studying the behaviors and attitudes of individuals, groups, and teams in organizations. Course assumes that it is people who enable an organization's effectiveness and that successfully managing behavior is crucial for career success. Topics include job performance and job satisfaction, motivation, decision-making and perception, work stress, groups and teams, leadership, organizational culture, ethics, and justice. Prerequisite(s): Sophomore standing; non-business majors only.

MGT 301. Organizational Behavior. 3 Hours
Focuses on studying the behaviors of individuals and groups in organizations. Course helps students to understand the value of organizational behavior (OB) and its impact on an organization's effectiveness and career success. Topics include job performance and job satisfaction, motivation, decision-making and perception, work stress, groups and teams, leadership, organizational culture, ethics, and justice. Prerequisites: Business majors only; MGT 101 and ECO 204.

MGT 316. Women, Gender and Work. 3 Hours
Today’s workplaces are increasingly diverse and gender-balanced. Although gender equality has come a long way over the past decades, women still face unique challenges in the workplace. Drawing on insights from behavioral science, this course is designed to introduce the various reasons for and ways in which gender impacts work domains and, taking an awareness- and skills-based approach, explore ways to effectively manage these forms of diversity at work. Through an emphasis on experiential learning and discussion, the skills learned in this course will help future managers and employees (of all genders) be more effective and inclusive colleagues and leaders. Prerequisites: (MGT 300 or MGT 301) and Sophomore standing.

MGT 318. Fundamentals of Startup Feasibility and Finance. 3 Hours
An introduction to the entrepreneurship process with emphasis on feasibility analysis, financial management, and funding sources for new ventures. Prerequisites: Junior standing.

MGT 320. Feasibility and Finance in Entrepreneurship. 3 Hours
Theoretical and practical overview of the entrepreneurship process with emphasis on feasibility analysis, financial management, and funding sources for new ventures. Prerequisites: 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 357. Strategic AI Integration & the Business Case. 3 Hours
Examines the impact of generative AI on corporate strategic decision making and business models. Topics include identifying organizational opportunities and threats, assessing project feasibility, managing technological change, and evaluating the socio-economic impact of automation in modern business environments. Prerequisite(s): MGT 101.

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. Prerequisites: 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. Prerequisites: 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. Prerequisites: MGT 301 or MGT 300.

MGT 409. Current Issues in Management. 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. Prerequisites: MGT 301 or MGT 300.

MGT 410. Senior Seminar in Management. 3 Hours
This is a project/experience-based capstone learning experience for Management majors. Course objective is to complete a series of hands-on experiences and a project that will act to integrate the study of management/leadership with its practice. Prerequisites: MGT 301 or MGT 300; MGT majors only; Senior standing.

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. Prerequisites: 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. Prerequisites: MGT 318 or MGT 320.

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. Prerequisites: 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). Prerequisites: MGT 300 or MGT 301.

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. This section is offered intermittently. Prerequisites: MGT 300 or MGT 301, Junior standing.

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. Entrepreneurship Capstone. 3 Hours
Project-based senior Entrepreneurship capstone course integrates prior SBA coursework and entrepreneurship experiences wherein student teams launch scalable new ventures capable of continuation post graduation. Student teams engage with local entrepreneurs-in-residence, faculty, and other business and technology stakeholders and are connected with resources necessary to launch high-growth ventures. Prerequisites: MGT 318 or MGT 320; Senior Standing.

MGT 431. Venture for Change Accelerator. 3 Hours
This is an accelerator in which student teams integrate prior SBA coursework and entrepreneurship experiences to support a client's social good venture through a structured consulting engagement. Student teams define a client project, conduct research, analyze market and financial data, and deliver recommendations and implementation plans. Students either work directly with a social venture or integrate a meaningful social value component with,a traditional entrepreneurial client. Prerequisite(s): MGT 318 or MGT 320 and Junior or Senior Standing.

MGT 490. Strategic Management. 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 the organizational mission, goals, and strategies. Course typically relies heavily on exercises, lecture/discussion, and a challenging business simulation. Prerequisites: DCS 211 or BAN 211; FIN 301 or FIN 300; MGT 301 or MGT 300; MIS 301 or MIS 300; MKT 301 or MKT 300; OPS 301 or OPS 300; 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 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. Overall GPA of 3.0 or higher. Prerequisites: ENT or MGT majors; Junior standing; Permission of Internship Coordinator.

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 MGT or ENT major or minor. Prerequisites: MGT 301; ENT or MGT major; Senior standing; sponsorship by faculty member; permission of department chairperson.

Marketing Courses

MKT 227. Life Skills: Negotiation for Personal and Professional Success. 1 Hour
Famed author Chester Karrass once quipped, “In business as in life, you don’t get what you deserve, you get what you negotiate.” In this course, the truth of this statement will be revealed, as you will learn how to negotiate both in your personal and professional life. From understanding how to get the best deal on big ticket items like a house or car, to being more effective at convincing your roommate to do her share of the chores, this class will help build the skills you need to build stronger personal and business relationships, which will lead to a happier and richer life.

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, consumer markets, and the marketing mix (product, price, promotion, place). Prerequisites: Non-business majors only; sophomore standing.

MKT 301. Principles of Marketing. 3 Hours
The general principles and practices underlying the processes of marketing. Analysis of the environmental conditions of manufacturers, wholesalers, retailers, and other marketing agencies. Prerequisites: Business majors only; MGT 101; (BIZ 200, BIZ 201).

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. Pre/Corequisite(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. This course offered intermittently. Prerequisites: 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. This course is offered intermittently. Prerequisites: 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 352. Omni-Channel Marketing. 3 Hours
This course provides an overview of the fundamental concepts of conducting business via website, mobile web, and applications. The course will focus on how building e-commerce and omni-channel businesses prosition organizaitons for future growth, including development of digital channels, management of e-Commerce operations and online marketing. The principles covered in this course enable organizations to compete in an ever-changing environment of digital technologies. Prerequisites: MKT 300 or MKT 301.

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. Prerequisites: 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. Prerequisites: MKT 310, Permission of the Program Director.

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. This course is offered intermittently. Prerequisites: MKT 310.

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 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. 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 offered intermittently. Prerequisites: MKT 300 or MKT 301; DSC 211 or BAN 211.

MKT 452. Marketing Research I. 3 Hours
As the first half of the marketing capstone experience, this course is designed to provide students with the skills necessary to execute a marketing research project from start to finish. Emphasis is placed on the marketing research process, including problem formulation, research design, sampling, data analysis, and results interpretation. Students will gain practical experience with statistical analysis using SPSS software and with Qualtrics, an online survey design tool. A comprehensive group project will provide students with an opportunity to enhance and demonstrate their research and data analysis skills. Prerequisites: (MKT 300 or MKT 301) and (BAN 210 and BAN 211).

MKT 453. Buyer Behavior. 3 Hours
This course examines how individuals make purchase and consumption decisions in the marketplace. Topics include psychological, social, and cultural factors influencing buyer decision making, information processing, attitude formation, and choice behavior. The course emphasizes applying behavioral concepts to marketing strategy and managerial decision making. Prerequisites: MKT 300 or MKT 301.

MKT 455. Marketing Research II. 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. Prerequisites: (ACC 201 or ACC 208); (ACC 202 or ACC 207); (MKT 450 or MKT 452); Marketing major.

MKT 491. Honors Thesis. 3 Hours
Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

MKT 492. Honors Thesis. 3 Hours
Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

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. Overall GPA of 3.0 or higher. Prerequisites: MKT major; Junior standing; Permission of Internship Coordinator.

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.