

# MARKETING, BSBA

## Program Description

Many people believe that marketing consists only of advertising and personal selling. Although marketing includes these activities, the purpose of marketing in an organization is much broader; the purpose of marketing is to create and retain satisfied customers. Marketing begins by understanding consumer behavior, discovering customers' needs and then developing programs to satisfy those needs.

The decisions made in creating marketing programs are essential to the success of any organization. Which customer groups shall we serve? What kind of products and services will we offer? How should they be priced, promoted, and distributed to the customer? The fundamental marketing concept is that organizations can achieve their goals by satisfying consumer needs.

The Marketing curriculum at La Salle University gives students the knowledge and skills they need to succeed in a variety of marketing related fields. Marketing classes and projects develop such skills as making effective presentations, creating advertising campaigns, analyzing consumer behavior, and conducting marketing research studies. In all Marketing classes, an emphasis is placed on involving students with real-world problems that will advance their ability to make sound business decisions.

Marketing majors are encouraged to participate in the Marketing Department's Internship Program. Here, participants work part-time in a marketing position under faculty supervision. The Department of Marketing has a tradition of interacting with students as they make both academic and career decisions. Marketing graduates may work in business, government, or non-profit organizations. Those who major in marketing are prepared to enter a wide variety of career fields; these include personal selling, retailing, public relations, advertising, direct marketing, marketing research, and marketing management.

The marketing field today is highly specialized. Our curriculum is designed to ensure that marketing students are more competitive in the marketplace by offering three specialized tracks: Marketing Management, Professional Sales and Digital Marketing.

## Why Take This Major?

Marketing is a dynamic and cross-disciplinary field, integrating social, economic and quantitative sciences. It is at the core of every business and is the foundation to identifying consumer needs and creating a sustainable competitive advantage. Marketing knowledge ranges from developing creative content to capture consumer imagination, to innovating new products and customer experiences, to analyzing big data and market trends in response to marketplace disruptions.

Our students have the opportunity to acquire essential marketing skills necessary to begin a business career while still pursuing a broad range of interests. They gain an understanding of marketing through semester-long research projects with real clients and examine case studies of successful for-profit and nonprofit organizations.

- Students learn how to deliver compelling sales presentations, create memorable advertising campaigns, analyze and understand consumer behavior, and—perhaps most importantly—they learn how to contribute to the spirit of team building and community service that are an essential part of the Explorer experience.

- Faculty embrace the individual needs of each and every student. These dedicated professors strive to provide opportunities for mentorship and independent research. They foster connections with local, regional, and global businesses through the American Marketing Association, the Philly Ad Club, and the La Salle alumni network to support internship and co-op experiences and to help students reach their career goals.

## Marketing in Real Life

Marketing is an exciting and multifaceted career choice, allowing future Explorers to engage their imaginative and innovative sides while harnessing their analytical and problem solving skills.

Career opportunities for those with a Marketing degree include:

- Account Executive
- B2B Sales
- Brand/Product Manager
- Customer Relations Representative
- Digital Advertising Specialist
- Marketing Research Analyst
- Media Analytics Coordinator
- Meeting, Convention & Events Planner
- Retail Buyer
- Search Engine Marketing (SEM) Specialist
- Social Media Officer
- Supply Chain Logistics Specialist

### Quote

"You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new." Steve Jobs, former CEO of Apple

- Our students can pursue their unique career interests through a combination of required courses and electives that inspires skill development through experiential learning in a variety of marketing fields. Students can engage in sales roleplays in a state-of-the-art sales training lab, learn Search Engine Marketing (SEM) and Google Analytics, or create social media marketing content across multiple platforms.
- Our professors regularly lead students to destinations in Europe, Asia, and Latin America in short-term travel study courses. They utilize their professional expertise and personal experiences to broaden student exposure to diversity, promote cross-cultural business exchanges, and enhance their global perspective.
- Explorers studying marketing learn about the central role of marketing in creating value across all organizations, for-profit and nonprofits alike, as well as society at large. Students learn about the reciprocal impact of marketing on society through the importance of corporate citizenship, traditional and non-traditional business models, and the intersection of business and the community.

## Degree Earned

B.S.B.A.

## Required for Graduation

- Courses
  - Major: 20
  - Total: 40
- Credits
  - Major: 61
  - Total: 120
- GPA
  - Major: 2.0
  - Cumulative: 2.0

## Student Learning Outcomes

Upon completion of the Marketing major, students will have learned how to:

- Develop marketing strategies based on key consumer dimensions including buying behaviors, existing attitudes and amenities to different marketing strategies;
- Develop promotional strategy skills including product/service and customer analysis and interactive personal selling skills in a simulated selling situation;
- Develop an appreciation and understanding for marketing in different cultures and countries; and
- Develop career path interests and options leading to career-based employment upon graduation.

## Progress Chart

### Level One - Core Courses

12 courses and 2 modules required.

### Major Requirements

Major requirements include 4 Level Two ILO requirements, *fulfilled through the major*.

Students in this major must complete **40** courses in total in order to graduate. **20** courses will be from this major program.

Code	Title	Credits
<b>Level One - Core Courses</b>		
<i>Universal Required Courses</i>		
Students must complete the following 4 courses.		
ILO 8.1: Written Communication ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
ENG 110	College Writing I: Persuasion	3
ILO 5.1: Information Literacy ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
ENG 210	College Writing II: Research	3
ILO 1.1: Understanding Diverse Perspectives ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
FYS 130	First-Year Academic Seminar <sup>1</sup>	3
ILO 2.1: Reflective Thinking and Valuing ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
REL 100	Religion Matters	3
<i>Elective Core Courses</i>		
Students must complete 1 course in each of the following 4 ILOs.		

ILO 3.1a: Scientific Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		4
ILO 3.1b: Quantitative Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
MTH 114	Applied Business Calculus	4
ILO 6.1: Technological Competency ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
CSC 155	Introduction to Computer Applications for Business	3
ILO 8.1a/12.1: Oral Communication/Collaborative Engagement ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
BUS 150	Presentation and Collaboration Skills for Business	3
<i>Distinct Discipline Core Courses</i>		
Students must complete 1 course in each of the following 4 ILOs. Each course must be from a different discipline. (A "discipline" is represented by the 3- or 4-letter prefix attached to each course.)		
ILO 4.1: Critical Analysis and Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
ECN 150	Introductory Macroeconomics: The U.S. in the Global Economy I	3
ILO 9.1: Creative and Artistic Expression ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		3
ILO 10.1: Ethical Understanding and Reasoning ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		3
ILO 11.1: Cultural and Global Awareness and Sensitivity ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Choose course within ILO ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		3
<i>Universal Required Modules</i>		
Students must complete the following 2 non-credit modules. <sup>2</sup>		
ILO 7.1a ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Health Literacy Module		
ILO 7.1b ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
Financial Literacy Module		
<b>Major Requirements</b>		
<i>Level Two</i>		
Students must complete 1 course/learning experience in each of the 4 commitments.		
ILO 2.2: Broader Identity (Capstone Course/Experience) ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
BUS 400	Business Strategy (ILO 2.2)	3
Select one ILO from 3.2a, 3.2b, 4.2, 5.2, 6.2, 7.2a, or 7.2b: Expanded Literacies ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
BUS 304	Prescriptive Analytics (ILO 6.2)	3
ILO 8.2b: Effective Expression (Writing-Intensive Course) ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		
MKT 402	Marketing Management (ILO 8.2b)	3
Select one ILO from 10.2, 11.2, or 12.2: Active Responsibility ( <a href="https://catalog.lasalle.edu/undergraduate/ilo/">https://catalog.lasalle.edu/undergraduate/ilo/</a> )		

BUS 303	Legal and Ethical Environment of Business (ILO 10.2)	3
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*All Other Required Courses*

Business Core <sup>3</sup>

BUS 100	Business Perspectives	4
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BUS 101	Introduction to Financial Accounting	3
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BUS 102	Accounting for Financial and Managerial Decision-Making	3
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BUS 200	Business Professionalism and Career Preparation	3
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BUS 202	Descriptive and Predictive Analytics	3
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BUS 203	Organizational Behavior and Skill Development	3
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BUS 204	Principles of Marketing with Applications	3
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BUS 205	Business Systems for Analytics	3
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BUS 206	Financial Markets and Institutions: Principles and Applications	3
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BUS 208	Fundamentals of Financial Management	2-3
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BUS 303	Legal and Ethical Environment of Business	3
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BUS 304	Prescriptive Analytics	3
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BUS 400	Business Strategy	3
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ECN 201	Introductory Microeconomics: Business Firm and Market Analysis I	3
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Select one of the following International Business Courses/ Experiences:		3
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ECN 331	International Economics	
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ECN 333	Ecn of International Business	
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ECN 335	International Trade and Trade Wars	
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BUS 300	International Business	
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MKT 305	International Marketing	
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FIN 403	International Finance	
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MGT 356	Managing in The Global Economy	
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Discipline Specific

MKT 301	Personal Selling	3
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MKT 401	Marketing Research	3
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MKT 402	Marketing Management	3
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Select two of the following:		6
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MKT 302	Advertising and Promotional Management	
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MKT 303	Sales Management	
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MKT 304	Business to Business Marketing	
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MKT 305	International Marketing	
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MKT 306	Internet Marketing	
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MKT 307	Services Marketing	
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MKT 308	Financial Services Marketing	
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MKT 309	Retailing	
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MKT 310	New Product Development	
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MKT 311	Applied Digital Marketing Analytics	
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MKT 312	Mobile MKT & Social Media	
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MKT 370	Special Topics	
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MKT 371	Consumer Behavior	
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*Free Electives*

In addition to the requirements listed above, students must take enough courses to the fulfill graduation credit requirements for their School and major.

**Total Credits** **110-111**

1

NOTE. The following students use Level 2 Capstone Experience in Major instead of FYS 130 First-Year Academic Seminar: Honors, BUSCA, Core-to-Core, Transfer, and Non-Traditional/Evening.

2

The Modules are **not** required for Transfer Students, Core-to-Core Students, or BUSCA Students. BUSCA students are required to take modules if/when they pursue a bachelor's degree.

3

The Business Core, required of all majors in business, provides students with skills and knowledge across a wide array of business disciplines. Courses in the Business Core introduce students to all areas in which they can major and provide a foundation upon which upper-level major courses build.

Marketing internships (MKT 360 Part-Time Internship in Marketing, MKT 365 Full-Time Internship in Marketing, MKT 460 Part-Time Internship in Marketing, and MKT 465 Full-Time Internship in Marketing) and co-ops (MKT 350 Cooperative Education (Junior Standing) and MKT 450 Cooperative Education (Senior Standing)) count as electives and cannot be counted toward required courses for the major.

## Recommended Course Sequence

Successful completion of BUS 204 Principles of Marketing with Applications is required for all 300- or 400-level Marketing courses. Model rosters should be followed for course sequencing.

## Minors

- Marketing, Minor (<https://catalog.lasalle.edu/undergraduate/business/marketing/marketing-bsba/marketing-minor/>)

## Course Descriptions

### Marketing

#### MKT 301 Personal Selling

Examines the importance and practice of professional, consultative selling in business-to-business relationships. Students learn and practice interpersonal problem-solving communication skills in sales roleplays. Students learn how to respond to different buyer types, to develop benefit-based sales presentations, and to engage in ethical selling practices. Prerequisite(s): BUS 204

#### MKT 302 Advertising and Promotional Management

Focuses on the economic and social aspects of non-personal promotion, including the important methods and techniques of research which form the basis of any promotional campaign. Includes a practical treatment of digital marketing media, sales promotion programs, advertising copy, layout and media; measurement of promotional effectiveness; and advertising departments and agencies. Prerequisite(s): BUS 204 or equivalent

#### MKT 303 Sales Management

The activities of a sales manager in directing and controlling a sales force; recruiting, selecting, training, compensating, motivating, and supervising sales personnel; establishment of sales territories, quotas, and budgets. Prerequisite(s): BUS 204

**MKT 304 Business to Business Marketing**

A study of business activities involved in the marketing of products and services to organizations (i.e., commercial enterprises, non-profit institutions, government agencies, and resellers). Emphasis also is on organizational and interfunctional interaction, buyer behavior, global interdependence and competition, and negotiation. Prerequisite(s): BUS 204

**MKT 305 International Marketing**

A managerial view of the marketing function from a global perspective. Describes and explores the complexities, problems, and opportunities of world-wide marketing. The Spring course is travel-study and requires permission of the instructor. Prerequisite(s): BUS 204

**MKT 306 Internet Marketing**

The course examines the foundation, operation and implications of the Internet and digital economy. Topics include: Internet technologies, online market mechanisms, interactive customers, knowledge-based products, smart physical products and services, pricing in the digital economy, online auctions and e-marketplaces, digital governance, policies for the Internet economy and an outlook for the new economy. Prerequisite(s): BUS 204

**MKT 307 Services Marketing**

The course focuses on the unique challenges of managing services and delivering quality service to customers. Theory and practice in developing customer relationships through service quality, customer retention and service recovery are central to the course. The course is applicable to organizations whose core product is service (e.g., banks, hotels, hospitals, educational institutions, professional services) and to organizations that depend on service excellence for competitive advantage (e.g., high tech manufacturers, automotive, industrial products). Prerequisite(s): BUS 204

**MKT 308 Financial Services Marketing**

(Cross-listed with FIN 308) This course focuses on how financial institutions such as banks, investment firms, investment bankers, stock brokerages, investment advisors, venture capitalists, insurance companies, credit card issuers, and other financial institutions design and market their services and products. The marketing mix for financial services, consumer and commercial markets, and their buying behavior also are studied. Finally, the impact of regulatory factors on marketing financial services and product is studied. The course is designed especially for marketing and/or finance majors contemplating a career in financial services marketing. Prerequisite(s): BUS 204, BUS 206, BUS 208.

**MKT 309 Retailing**

This course focuses on the set of business activities that adds value to the products and services sold to consumers for their personal or family use. This course is designed to introduce students to critical issues in retailing today, and the strategic and financial aspects in merchandise buying and store management. Related topics include: location analysis, store organization, personnel, planning, buying and pricing techniques, and customer service policies. Prerequisite(s): BUS 204

**MKT 310 New Product Development**

This course explores the role of new product development, a major source of growth for firms, and its innovation in relation to a firm's growth plans. It focuses on the new product development process and teaches students how ideas for new products are created in a firm and then successfully launched into the market. The course covers the major phases of new product development: the planning stage, the evaluation and testing stage, the development and design stage, and the launch stage. Specific topics include opportunity identification, idea generation, concept testing, product design and strategic launch planning. Prerequisite(s): BUS 204

**MKT 311 Applied Digital Marketing Analytics**

The continuous and rapid introduction of new platforms, tools, data sources, and media consumption devices makes today's digital media landscape more complex than ever before. In this course you will learn the approach and develop skills to make sense to consumer data that exists across the entire digital landscape. This course focuses on web analytics including basic terminology, how to identify and monitor key website metrics, and how to pull reports and glean insights for web tracking tools including Google Analytics. Emphasis will be on how to analyze and interpret the data and make corresponding changes to digital marketing strategies to ensure better user experience and maximum conversion rate of visitors to customers in the digital world. Prerequisite(s): BUS 204

**MKT 312 Mobile MKT & Social Media**

This course is designed to help students understand how marketing has (and has not) changed due to the rise of social media and mobile technology and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that students can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

**MKT 350 Cooperative Education (Junior Standing)**

This is a full-time, paid, approximately four-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Marketing Department. For registration information, students in the Business Scholars Co-op Program should consult with the director of the program and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in Career Services. A student may elect to take a second marketing co-op for three additional credits in subsequent semesters. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail. Prerequisite(s): 2.5 minimum GPA (higher for students in the Business Scholars Co-op Program) and completion of BUS 204 and at least one upper-level marketing course.

**MKT 360 Part-Time Internship in Marketing**

Part-time, paid or non-paid employment in a marketing setting to provide on-the-job training. Involves appropriate job-related learning assignments and reports under faculty supervision. Positions must be approved by the Marketing Department for academic credit. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. An internship counts as a free elective, not as a required course in the major. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in the junior year and 460 if taken in the senior year. Prerequisite(s): 2.5 Minimum GPA and completion of BUS 204 and at least one upper-level marketing course, or permission of the Assistant Dean

**MKT 361 Personal Sell****MKT 362 Mgt of Promotion****MKT 365 Full-Time Internship in Marketing**

Full-time paid employment in a cooperating firm to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. The position must be approved by the department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. An internship does not count as a required course in the major, but is counted as an elective. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year. Prerequisite(s): 2.5 minimum GPA and completion of BUS 204 and at least one upper-level marketing course.

**MKT 370 Special Topics**

Designed to address contemporary issues and interests in Marketing. Such topics as Supply Chain Management, Retailing and Managing Customer Relationships will be offered in various semesters. Prerequisite(s): BUS 204

**MKT 371 Consumer Behavior**

A study of the consumer with applications for marketing strategy development. Looks at the cultural, social, and psychological influences on consumers and the consumer decision process. Prerequisite(s): BUS 204

**MKT 372 Special Topics****MKT 373 Special Topics****MKT 374 Special Topics****MKT 375 Special Topics****MKT 376 Special Topics****MKT 377 Special Topics****MKT 401 Marketing Research**

The use of scientific method in the solution of specific marketing problems and in the conduct of general market research studies: methods of marketing research, gathering data, tabulation and analysis, interpretation of results, and report presentation. Prerequisite(s): BUS 204, BUS 202

**MKT 402 Marketing Management**

As the capstone course for marketing majors, integrates all other marketing courses. Includes a study of actual business cases employing a managerial approach to marketing. Emphasizes decision making and strategy development in marketing under rapidly changing market conditions. Prerequisite(s): All other required marketing courses for the major or permission of the instructor.

**MKT 444 Research Project****MKT 450 Cooperative Education (Senior Standing)**

This is a full-time, paid, approximately four to eight-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Marketing Department. For registration information, students in the Business Scholars Co-op Program should consult with the director of the program and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in Career Services. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail. Prerequisite(s): 2.5 minimum GPA (higher for students in the Business Scholars Co-op Program) and completion of BUS 204 and at least one upper-level marketing course.

**MKT 460 Part-Time Internship in Marketing**

Part-time, paid or non-paid employment in a marketing setting to provide on-the-job training. Involves appropriate job-related learning assignments and reports under faculty supervision. Positions must be approved by the Marketing Department for academic credit. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. An internship counts as a free elective, not as a required course in the major. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in the junior year and 460 if taken in the senior year. Prerequisite(s): 2.5 Minimum GPA and completion of BUS 204 and at least one upper-level marketing course, or permission of the Assistant Dean

**MKT 461 Internship II/Srs****MKT 465 Full-Time Internship in Marketing**

Full-time paid employment in a cooperating firm to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. The position must be approved by the department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. An internship does not count as a required course in the major, but is counted as an elective. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year. Prerequisite(s): 2.5 minimum GPA and completion of BUS 204 and at least one upper-level marketing course.

## MKT 470 Internship in Mkt

**Business Administration**

## BUS 100 Business Perspectives

An integrative freshmen course that addresses business processes at an introductory level by examining key business areas through the preparation of a business plan. Students gain an appreciation for how each part of a business functions on its own and how business processes interact with each other. The course culminates in our signature Bankers Day event in which each team presents their final business plan to a panel of business executives for evaluation. The course emphasizes cross-disciplinary experiential learning, group dynamics, and personal interaction with faculty, business professionals and entrepreneurs in a small-class environment. Students are introduced to team-building, entrepreneurship, and business plans at the beginning of their academic program in order to build and develop their skills over the next three years. Students should take this course as early on as possible. Generally the course is not open to seniors.

## BUS 101 Introduction to Financial Accounting

The course introduces financial reporting by focusing on the fundamental principles of recording business transaction with emphasis on the presentation and interpretation of corporate financial information. Topics include an overview of financial reporting and the accounting cycle, as well as, accounting and reporting of operating, investing and financing activities of a business. Assignments employ both Excel and SAP.

## BUS 102 Accounting for Financial and Managerial Decision-Making

An introduction to the fundamentals of managerial accounting with a special emphasis on using accounting information in decision making. Topics covered include corporate capital stock structure, planning and control systems, cost management systems, pricing decisions, and capital expenditure decisions. Assignments employ Excel. Prerequisite(s): BUS 101, CSC 155 and MTH 114 (CSC 155 and/or MTH 114 can be taken concurrently)

## BUS 121 Intro - Financial Accounting

## BUS 123 Intro - Org Behavior

## BUS 125 Intro - Info Technology

## BUS 150 Presentation and Collaboration Skills for Business

Focuses on the skills needed to link oral communication with the ability to work effectively in the current organizational environment. This course is based on the understanding that content and effective presentation of material are equally important in the understanding of communication. Active participation through oral presentations on current business topics is required. Students will make use of computer-based presentation technology.

## BUS 170 Special Topics

## BUS 200 Business Professionalism and Career Preparation

The course will focus on critical professional development skills to enable students to connect their education to experiential learning opportunities and post-graduation goals. Students will become aware of industry trends relating to job opportunities, current job search techniques, personal branding strategies, the value of developing a well-connected network, and how to deliver flawless documents to targeted organizations. The course will combine the theories on professional development with real-life applications through assignments and participation in professional events to allow students to see themselves as a professional, rather than just a student. At the end of the course, students will understand the importance of demonstrating these professional skills throughout their collegiate experience (e.g. dressing professionally for presentations, developing quality resumes and cover letters, networking with alumni and guests, etc.) Restriction(s): Sophomore standing

## BUS 202 Descriptive and Predictive Analytics

This course explains what happened and what will happen in business organizations using basic statistical methods relevant to descriptive and predictive analytics. The availability of massive amounts of data and technologies to process these data enables business organizations to use analytical approaches to decision-making. Descriptive analytics is the use of data to find out what has happened in the past or is currently happening; statistical techniques include descriptive statistics and visualization. Predictive analytics is the use of data to find out what could happen in the future; statistical techniques include regression analysis. This course will cover these techniques, descriptive statistics, visualization, and regression analysis, with emphasis on problem-solving and decision-making. This course will also cover probability, probability distributions, and statistical inference. Students will perform data analysis using statistical software packages. Prerequisite(s): MTH 114; CSC course recommended as a pre-requisite but may be taken concurrently

## BUS 203 Organizational Behavior and Skill Development

This course examines the behavior of individuals and groups in organizations, with the goal of understanding performance in the new workplace. It is designed to enhance the career potential of people with management and team leadership responsibilities in all areas of business. Topics include: motivation, theories and practice of leadership, individual and group decision making, conflict resolution, communication, international aspects of organizational behavior, perception, individuality, working in groups and teams, and ethical issues of organizational life. The course also emphasizes interactive and experiential learning to demonstrate the issues of organizational behavior. Through active participation, students will develop skills in leadership, communication, negotiation, teamwork, and group decisionmaking. Career awareness and skill assessment will be done through brief lectures, personal inventories, and career planning experiences. Prerequisite(s): sophomore standing

## BUS 204 Principles of Marketing with Applications

An overview of marketing concepts and principles applicable to business and other organizations. These include: factors influencing the marketing environment and buyer behavior; market segmentation and targeting; product development, pricing, promotion and distribution to satisfy the needs of selected target markets. Approximately one-third of the course is dedicated to planning and to applying marketing-based concepts to profit and non-profit enterprise situations.

**BUS 205 Business Systems for Analytics**

This course studies how business systems work and examines challenges confronting business organizations in the information age and beyond. One major challenge is to efficiently and effectively use three most important organizational resources, information, technology, and people, to provide service and value. To meet this challenge, the course studies business systems and strategies that organizations can utilize to organize data into information and synthesize information into knowledge. The course examines design and development of relational database management systems using Microsoft Access (structured query language), decision support systems using Microsoft Excel (what-if analysis, pivot tables, and decision tree analysis), enterprise information systems using SAP (ERPsim), and web-based systems using Google Analytics. The concepts, models, and frameworks are derived from both academic and professional sources. Prerequisite(s): CSC 155

**BUS 206 Financial Markets and Institutions: Principles and Applications**

An introduction to the basics of institutional finance. Financial instruments are generated and traded by participants in financial markets with financial intermediaries facilitating the process. Concepts, terminology, and current practices in each of these areas are examined, along with the impact they have on the economy. Students work on "mini cases" which employ actual data to help better understand the principles examined in the course. Prerequisite(s): BUS 101

**BUS 208 Fundamentals of Financial Management**

An introduction to the major concepts and techniques of financial management with an emphasis on time value of money, security valuation, cost of capital, capital budgeting, and financial statement analysis. Prerequisite(s): BUS 101, MTH 114, CSC 155

**BUS 208E Fund Financial Mgt****BUS 209 Financial Management****BUS 250 Personal Financial Literacy: Skills for Life**

This course prepares students to understand the fundamentals of managing personal finances. It will provide a broad overview of the basic issues in personal finance and help students develop an organized approach to making intelligent financial decisions in everyday life with the ultimate goal being successful money management and wealth accumulation. Topics covered will include: financial planning and goal setting; budgeting; basic financial transactions; banking services and products; consumer credit; housing decisions; current regulations and practices governing consumer financial transactions and contracts; insurance; basic investments; retirement planning; planning for education. This course is an elective for all business majors. Prerequisite(s): Junior standing

**BUS 260 So PT Internship****BUS 270 Special Topics****BUS 271 Special Topics****BUS 300 International Business**

Students study international aspects of accounting, finance, economics, management, marketing and management information systems. The course helps students develop an appreciation for how different cultures, governments, and approaches to doing business impact international business-to-business relationships as well as devising strategies to enter markets in other countries. In some semesters the course is taught as a travel-study course that includes company site visits. Prerequisite(s): BUS 101

**BUS 303 Legal and Ethical Environment of Business**

A study of the American legal system exploring how courts decide cases and the values that play a role in such adjudication. The nature, formation, and application of law to individuals and business. The development of law, with emphasis on the Constitution, personal and business torts, the employment relationship, discrimination, international legal perspectives, and an exploration of legal ethics and the ethics of corporations. Prerequisite(s): sophomore standing

**BUS 304 Prescriptive Analytics**

In this course students learn how to run business operations efficiently and effectively using prescriptive analytics tools and techniques in managerial decision making. The course introduces students to several quantitative models used in contemporary analytics. Analysis of business scenarios using computer software allows a focus on the conceptual understanding of prescriptive models. Prescriptive topics covered include: decision analysis, Bayesian analysis, stochastic and deterministic forecasting, inventory management, linear programming and optimization, simulation, and project management. Prerequisite(s): MTH 114, BUS 202, AND BUS 205

**BUS 305 International Business****BUS 310 Read Bus: Corp Soc Respon Rptg**

This course explores broad, multidisciplinary, generic business issues through various readings with a current events focus. Examples of themes that might be studied are: diversity, corporate governance, social responsibility, leadership, entrepreneurship, technology, globalization, and financial disclosure. A quasi-independent study, this course meets two or three times during the semester. Grading is on a pass/fail basis. Prerequisites: Other than junior standing, there are no prerequisites; the course may be taken by non-business majors as well as business majors.

**BUS 360 Jr PT Internship****BUS 370 Bus Readings****BUS 371 Special Topics****BUS 373 Special Topics****BUS 400 Business Strategy**

This is the capstone course for Business majors. It takes the perspective of company's senior management, who are tasked with building and sustaining a competitive advantage for the firm. It explores how the functions of the business are continuously shaped in response to the company's internal and external environments. The course includes industry analysis, company and competitor assessment, approaches to strategy formulation and implementation, and business ethics. Prerequisite(s): senior standing

**BUS 444 Independent Research****BUS 460 PT Internship in BUS****Economics****ECN 150 Introductory Macroeconomics: The U.S. in the Global Economy I**

After introducing students to the what and how of economic thinking, the course explores the causes of national economic prosperity and economic problems such as unemployment and inflation. It also discusses the role of fiscal and monetary policies, economic growth, and international economic relations among the U.S. and other countries.

## ECN 170 Special Topics

## ECN 201 Introductory Microeconomics: Business Firm and Market Analysis I

This course explores many issues pertaining to the operation of businesses and the markets in which they operate. Among these are the behavior of consumers, the determinants of prices and production levels, and the efficiency of market outcomes. As time allows, the course applies economic thinking to issues like economic inequality, environmental concerns, international trade, and firms with monopoly power. Prerequisite(s): ECN 150

## ECN 213 Statistics for Economics and Political Science

This course focuses on basic statistical methods used in the analysis of economic and political phenomena and decision-making. Emphasis is on the application of statistical techniques and the sound interpretation of statistical results. Topics include descriptive statistics, probability, sampling and sampling distributions, statistical estimation, hypothesis testing, simple regression, and correlation.

## ECN 221 Intermediate Microeconomics: Business Firm and Market Analysis II

This course studies how business firms interact with consumers and one another in product and resource markets. Besides distilling profit-maximizing criteria for different firms in different markets, the course also evaluates how the operation of firms impacts the welfare of society in general. Prerequisite(s): ECN 201; MTH 114 or 120 or equivalent

## ECN 222 Intermediate Macroeconomics: The U.S. in the Global Economy II

This course analyzes the factors behind countries' long-term growth and also those responsible for short-term fluctuations in their levels of output and prices. It also demonstrates how economic booms and busts have prompted economists to search for explanations and possible policies for addressing these instabilities. Finally, the course compares and contrasts U.S. historical experience with that of other nations. Prerequisite(s): ECN 150; MTH 114 or 120 or equivalent

## ECN 270 Special Topics in Economics

Topics include Labor Markets, Employment and Wages; Women in the Economy; European Union; Economics of Sports; Economics of Entertainment; and Law and Economics. Prerequisite(s): Permission of instructor

## ECN 271 Special Topics

## ECN 272 Special Topics

## ECN 273 Special Topics

## ECN 274 Special Topics

## ECN 275 Special Topics

## ECN 276 Special Topics

## ECN 277 Special Topics

## ECN 279 Special Topics

## ECN 287 Economics Internship

Working approximately 10 to 15 hours per week under professional supervision, students learn experientially the linkages between their formal studies and the demands of particular positions. Under faculty supervision, students complete informal and formal written assignments and an oral presentation that describe their duties and interpret their intern experience. Prerequisite(s): ECN 201, at least sophomore standing, and permission of Department Chair

## ECN 288 Economics Internship

Working approximately 10 to 15 hours per week under professional supervision, students learn experientially the linkages between their formal studies and the demands of particular positions. Under faculty supervision, students complete informal and formal written assignments and an oral presentation that describe their duties and interpret their intern experience. Prerequisite(s): ECN 201, at least sophomore standing, and permission of Department Chair

## ECN 314 Econometrics

This course introduces the student to advanced statistical techniques used by economists, other social scientists, and people in business and law to test theories, predict future events, and provide empirical support for various types of hypotheses. The course emphasizes the applied nature of econometrics. As such, the student will construct, estimate, and evaluate well-specified regression models through computer application-based exercises using SAS statistical software. Prerequisite(s): ECN 213 or BUS 202 or permission of Chair

## ECN 331 International Economics

This course involves an introduction to the theory of international trade. Topics include specialization and the gains from trade, tariffs, and protectionist policies, trade imbalances, the role of international institutions, foreign exchange markets, and monetary and fiscal policies in an open economy. Prerequisite(s): ECN 150 and ECN 201

## ECN 332 Political Economy of Africa

This course examines the political and economic conditions in Sub-Saharan Africa and provides a historical perspective on these conditions. Issues examined include the political and economic consequences of colonialism, post-independence political forces and economic policies, and U.S. foreign policy toward Africa. Prerequisite(s): ECN 150

## ECN 333 Ecn of International Business

This course examines trade theory and applies the theory to business firms. It introduces the cultural, environmental, and ethical issues facing international businesses and examines the impact of trade policies, foreign exchange, and the balance of payments on businesses' decision making. Prerequisites: ECN 150, 201; MTH 114 or 120; junior standing.

## ECN 334 The Political Economy of Latin America

This course begins by examining aspects of the indigenous societies prior to the arrival of Europeans in what has come to be called "Latin America." Throughout, it considers issues such as colonialism, militarism, race, gender relations, and religion that have shaped the societies, polities, and economies of nations from Mexico and the Caribbean to those of the Southern Cone. The goal of the course is to afford class members the opportunity to better understand Latin America's history as a basis for comprehending its likely future. Cross-listed with HIS334 and POL 334.

## ECN 335 International Trade and Trade Wars

This course provides an overview of the U.S. in the global economy and the history of the World Trade Organization (WTO), an examination of the WTO's dispute settlement mechanism, and an examination of major trade disputes that involve the U.S. The course ultimately explores how international trade laws, politics, diplomacy, and multi-national corporations in pursuit of profits interact. Prerequisite(s): ECN 150



**ECN 337 Political Economy of Eastern Europe**

This course first explores the structure and outcomes of a centrally-planned economic system in contrast to a market-based economic system. Second, it examines how the transition from planned to market took place (or is still under way) in Eastern Europe and the countries of the former Soviet Union. Lastly, it considers a wide range of contemporary political and economic challenges facing countries across the region, from building democratic institutions and strengthening the rule of law to establishing competitive markets and addressing social and economic injustices. Prerequisite(s): ECN 150

**ECN 340 American Economic History**

This course describes and analyzes long-term economic growth and development since colonization. It stresses changes in demographic, technological, and institutional factors as they interact with the market system. Basic economic concepts and theories of growth are applied to significant historical questions. Prerequisite(s): ECN 150

**ECN 351 Environmental Economics**

Provides an introduction to the trade-offs (costs versus benefits) associated with environmental issues. Evaluating trade-offs requires an examination of the magnitude of current environmental problems and some consideration of how to measure the costs and benefits of regulatory changes. Approximately half the course will be devoted to examining the current regulations, how the regulatory process works, and the economic implications of the regulations. Prerequisite(s): ECN 150 or permission of Chair

**ECN 352 Labor Economics****ECN 354 Economics of the Entertainment Industry**

The course surveys the economics of the entertainment industry with an emphasis on the importance of market structure (perfect competition, monopolistic competition, oligopoly, monopoly) in determining behaviors and profitability. In this course, we will apply many microeconomic, and a few macroeconomic, concepts to evaluate structure, workings, and profitability of various segments in the entertainment industry, ranging from movies to music, TV, radio, publishing, casinos, and theme parks. Case studies will be used to highlight the issues facing particular firms. Prerequisite(s): ECN 150

**ECN 356 Healthcare Economics**

This course explores the economics of health and health care. It introduces students to different economic perspectives on the determinants of health, how health insurance markets are organized, and the challenges facing the U.S. health care system. The course also examines how health care services are financed and delivered in other countries. Special attention is paid to recent health care reforms, including the Affordable Care Act. Prerequisite(s): ECN 150

**ECN 370 Special Topics in Economics**

Topics include Labor Markets, Employment and Wages; Women in the Economy; European Union; Economics of Sports; Economics of Entertainment; and Law and Economics. Prerequisite(s): Permission of instructor

**ECN 373 Special Topics****ECN 375 Special Topics****ECN 385 Cooperative Education**

This experience will be a full-time paid employment in a cooperating firm such as a bank, economics forecasting company, or public utility; a nonprofit company such as a Community Development Corporation; or a government agency such as a county planning department or a statistical analysis office. Under faculty supervision, students also complete job-related learning assignments that involve oral and written presentations. Prerequisite(s): ECN 214; ECN 221; and junior standing or senior standing, and permission of Department Chair

**ECN 386 Cooperative Education**

This experience will be a full-time paid employment in a cooperating firm such as a bank, economics forecasting company, or public utility; a nonprofit company such as a Community Development Corporation; or a government agency such as a county planning department or a statistical analysis office. Under faculty supervision, students also complete job-related learning assignments that involve oral and written presentations. Prerequisite(s): ECN 214; ECN 221; and junior standing or senior standing, and permission of Department Chair

**ECN 389 Econ Internship II****ECN 432 Comparative Econ Sys****ECN 441 History of Economic Thought**

The course details the development of economics as a coherent analytical discipline through a historical study of its main schools and contributors, including the Physiocrats; the Classical Economists (especially Jevons, Walras, and Clark), Marshall, and Keynes. Lesser figures are treated as time allows. Attention throughout is given to the changing philosophical and cultural background of economic thought. Prerequisite(s): ECN 150 and ECN 201

**ECN 442 Modern Econ Thought****ECN 444 Research in ECN I**

This course provides the student with an opportunity to do research with a faculty member. The student and the faculty member agree on the research project before the student registers for the course.

**ECN 445 Research in ECN II**

This course is a continuation of the 444 research course. It provides the student with an opportunity to continue to conduct research with a faculty member.

**ECN 452 20th Century Russia & the USSR****ECN 455 Public Finance**

This course involves an analysis of the revenue and expenditure activity of government with particular emphasis on the rationale of federal government activity. Also considered are the issues of distribution, efficiency, equity, and stability in the economy. Prerequisite(s): ECN 150; ECN 201

**ECN 470 Special Topics in Economics**

Topics include Labor Markets, Employment and Wages; Women in the Economy; European Union; Economics of Sports; Economics of Entertainment; and Law and Economics. Prerequisite(s): Permission of instructor

ECN 471 Special Topics

ECN 474 Special Topics

ECN 475 Independent Study

ECN 481 Seminar in Economics

This course is intended to be a capstone course for economics majors, one that aids the student in integrating the material from diverse economics courses. It stresses techniques for the preparation of written research reports. Students will ordinarily deliver to the seminar an oral presentation of their research results. Prerequisite(s): Senior standing in ECN 213, ECN 221 or ECN 222

ECN 485 Seminar in Economics and International Studies

This capstone course for Economics and International Studies majors aims to assist students to research, integrate, and communicate information about the global economy. Specifically, students will learn to conduct research on economic problems and policies of countries and regions of the world not native to them. Students will compose a 250 to 300 word abstract of their seminar papers in two languages, English and a second language. Further, students will be expected to demonstrate at least one of the following competencies: a) to write, in a non-native language, summaries of research in sources written in non-native language; b) to write the seminar paper in a non-native language; or c) to present research results orally in a non-native language. Prerequisite(s): Senior standing in ECN 213, ECN 221 or ECN 222

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