# Management & Marketing

## Management & Marketing Degrees, Minors and Certificates

### Bachelor's Degrees

- Bachelor of Science in Management ([catalog.dixie.edu/programs/management-marketing/management-bs/](catalog.dixie.edu/programs/management-marketing/management-bs/)) †
- Bachelor of Science in Management - Management Information Systems Emphasis ([catalog.dixie.edu/programs/management-marketing/management-management-information-systems-bs/](catalog.dixie.edu/programs/management-marketing/management-management-information-systems-bs/)) †
- Bachelor of Arts/Science in Integrated Studies - Management Emphasis BA/BS ([catalog.dixie.edu/programs/interdisciplinary-arts-and-sciences/integrated-studies-management-ba-bs/](catalog.dixie.edu/programs/interdisciplinary-arts-and-sciences/integrated-studies-management-ba-bs/)) ‡
- Bachelor of Arts/Science in Integrated Studies - Marketing Emphasis BA/BS ([catalog.dixie.edu/programs/interdisciplinary-arts-and-sciences/integrated-studies-marketing-ba-bs/](catalog.dixie.edu/programs/interdisciplinary-arts-and-sciences/integrated-studies-marketing-ba-bs/)) ‡
- Bachelor of Arts/Science in Marketing ([catalog.dixie.edu/programs/management-marketing/marketing-ba-bs/](catalog.dixie.edu/programs/management-marketing/marketing-ba-bs/)) •

### Associate's Degrees

- Associate of Science in Management ([catalog.dixie.edu/programs/management-marketing/management-as/](catalog.dixie.edu/programs/management-marketing/management-as/))
- Associate of Applied Science in General Technology - Business Emphasis ([catalog.dixie.edu/programs/management-marketing/general-technology-business-aas/](catalog.dixie.edu/programs/management-marketing/general-technology-business-aas/)) ‡

### Minors

- Economics Minor ([catalog.dixie.edu/programs/management-marketing/economics-minor/](catalog.dixie.edu/programs/management-marketing/economics-minor/))
- Management Minor ([catalog.dixie.edu/programs/management-marketing/management-minor/](catalog.dixie.edu/programs/management-marketing/management-minor/))
- Marketing Minor ([catalog.dixie.edu/programs/management-marketing/marketing-minor/](catalog.dixie.edu/programs/management-marketing/marketing-minor/))

### Certificates

- Entrepreneurship Certificate ([catalog.dixie.edu/programs/management-marketing/entrepreneurship-certificate/](catalog.dixie.edu/programs/management-marketing/entrepreneurship-certificate/)) •
- Retail Management Certificate ([catalog.dixie.edu/programs/management-marketing/retail-management-certificate/](catalog.dixie.edu/programs/management-marketing/retail-management-certificate/)) •

† Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
‡ Not accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
• In accreditation candidacy with the Accreditation Council for Business Schools and Programs (ACBSP)

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**Click here for** Management & Marketing Website ([https://business.dixie.edu/](https://business.dixie.edu/)) *(following this link will take you out of the University Catalog)*

**BUS 1010. Introduction to Business. 3 Hours.**

Basic, introductory course designed to give students with little or no understanding of business a broad overview and understanding of the business world. Covers fundamental concepts of business such as definitions, business environment, business operations, role of business in the economy, the role of profit in a business, and how a business is established, financed, operated, and managed. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to:** 1. Understand the importance of oral and written communication for business. 2. Understand information management methods and networks using technology and social media. 3. Distinguish between ethical business practice and legally required business practice. 4. Recognize organizational structures and define management responsibility, structure, and function. 5. Understand the basic business structure and economic impact. 6. Evaluate international business relations in regard to cultural diversity. FA, SP, SU.

**BUS 1050. Foundations of Business. 3 Hours.**

This course provides an introduction to the varied disciplines within the broad scope of business education. This course will also introduce students to the importance of networking, internships, and resume building. During the course, students work with faculty and peers to develop a career exploration strategy, and networking skills. The characteristics of functioning teams will be introduced and implemented. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to:** 1. Articulate and prioritize DSU campus services and success strategies. 2. Describe the core functions of various business fields. 3. Identify individual strengths and abilities and recognize where personal characteristics are successful in a chosen major. 4. Develop networking and teamwork skills by establishing mentor relationships by engaging with COB full-time faculty, select business professionals, and peers. 5. Understand the requirements for successful career exploration and development. 6. Demonstrate and perform in teams and groups. FA, SP.
BUS 3000. Intermediate Career Strategies. 1 Hour.
A continuation of BUS 2000 - Introduction to Career Strategies, with emphasis placed on successfully completing a focused career search. Target career industry sector(s) and specific opportunities within preferred sector(s) will be identified. Professional networking techniques / skills will be developed to effectively penetrate preferred industry sector(s). Continued emphasis will be placed on professional resume / portfolio development. It is recommended that students take this course prior to entering their Senior year. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Conduct a targeted career search unifying their skills, interest, and current career opportunities. 2. Create and maintain a professional network which will be utilized and expanded during their targeted career search. 3. Create a customized resume for each identified career opportunity. 4. Create a Personal Career Portfolio, presenting academic work product germane to their targeted career search. 5. Present themselves in a professional manner during phone and personal interviews. FA, SP.

BUS 4990. Seminar in Business. 1-3 Hours.
For students wishing instruction that is not available through other regularly scheduled courses in this discipline. Occasionally, either students request some type of non-traditional instruction, or an unanticipated opportunity for instruction presents itself. This seminar course provides a variable credit context for these purposes. As requirements, this seminar course must first be pre-approved by the department chair; second, it must provide at least nine contact hours of lab or lecture for each credit offered; and third, it must include some academic project or paper (i.e., credit is not given for attendance alone). This course may include standard lectures, travel and field trips, guest speakers, laboratory exercises, or other nontraditional instruction methods. Note that this course in an elective and does not fulfill general education or program requirements. Fees may be required for some seminar courses and instructor permission will be optional at the request of the instructor. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions.

MGMT 2600. Entrepreneurship. 3 Hours.
Open to interested students. Covers the advantages and disadvantages of owning and/or operating a business; includes necessary steps necessary in starting a small business. Students will construct a business prospectus to provide "hands on" exposure to the world of business. **COURSE LEARNING OUTCOMES (CLOs) At the successful completion of this course, students will be able to: 1. Present the 9 major components of the lean business model canvas. 2. Apply principles of entrepreneurship to their personal lives. 3. Develop creative solutions to real-world problems. FA, SP.

MGMT 2640. Small Business Management. 3 Hours.
For students pursuing majors in the School of Business. Addresses practical solutions to common problems and decisions facing small business managers, including financing, inventory control, cash flow, personnel management, taxes, and customer service. **COURSE LEARNING OUTCOMES (CLOs) At the successful completion of this course, students will be able to: 1. Identify the unique problems that small business owners face. 2. Apply effective management solutions to improve small businesses. 3. Evaluate the differences between owning a small business and working in a large corporation. SP.
MGMT 2990R. Seminar in Entrepreneurship. 1 Hour.
This seminar course focuses start-up businesses and the management skills needed from inception to business organization. This course draws on the real-life experience of entrepreneurs coupled with a healthy dose of theory in the field of entrepreneurship. It is intended to be cross-disciplined and inclusive of all academic backgrounds at any level. Requirements of this course will include weekly reports on speakers and topics, discussion and participation in class, and attendance in a weekly class. After taking this class, a student will be introduced to the challenges of starting a business, and have experience the process of vetting and validating a business idea. This course is repeatable up to 2 total credits. **COURSE LEARNING OUTCOMES (CLOs) At the successful completion of this course, students will be able to: 1. Identify key personal attributes that are more likely to lead to entrepreneurial success. 2. Demonstrate perseverance despite obstacles to new venture growth. 3. Explain fundamental concepts in entrepreneurship. FA, SP, SU.

MGMT 3050. Business Law I: Law in the Commercial Environment. 3 Hours.
Survey course in Business Law, providing students with a working knowledge of the core legal issues arising in business and international business. Course topics include business torts, negligence and strict liability, contracts, agency, business organizations, property, copyright, constitutional law, business crimes, bankruptcy, entrepreneurial law, and ethics. Required for Business majors, and encouraged for all students in any department who are considering the law as a career possibility. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of Business Law: Master the core concepts, vocabulary, relevant laws and methods of analysis of Business Law as applied to the commercial environment and social scenarios. 2. Hone critical thinking ability: Analyze complex business situations, identify relevant Business Law issues, and synthesize knowledge to recommend viable courses of action using pertinent tools and frameworks from assigned course materials. 3. Develop interpersonal and professional communications skills necessary to succeed in business, including via: delivering professional quality oral and written presentations and in-class debates. 4. Cultivate the elements of successful teamwork and networking. 5. Develop the ability to identify and aptly resolve ethical issues, and to suggest ethical courses of action, in the U.S. and International Business Law contexts. 6. Internalize the key elements of GRIT, and take personal responsibility and initiative throughout the semester to develop or enhance one's own GRIT. 7. Develop and be able to apply a rich, practical "Executive's Tool-Kit" of business solutions and appropriate business action(s) throughout the semester, based on newly-acquired knowledge of Business Law. Deploy new "Tool-Kit" capabilities in hypothetical scenarios to make optimal executive decisions in light of broad-based Business Law knowledge, whether to avoid risks or to take advantage of opportunities. 8. Prepare to succeed on the "Law and Society" portion of the M.F.T. exam. FA, SP, SU.

MGMT 3100. Business Ethics and Professional Writing. 3 Hours.
Successful students will understand a common ethical framework, be able to identify when business ethical issues arise and apply the framework to analyze and resolve them. Students will be able to effectively recognize and model diverse professional communication styles by analyzing various business audiences, writing and presentation purposes, and documents (including extensive formal research reports) based on business communication theory, ethical frameworks and practical application. Dual listed with ENGL3010. Students may only take one of the two courses for credit. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe a common ethical framework and recognize when ethical issues in business arise for which the framework should be applied. 2. Apply an ethical framework to analyze and resolve ethical dilemmas. 3. Write clear, correct, concise, complete, and culturally aware artifacts for professional contexts. 4. Write, design, and analyze several types of business documents using appropriate media. 5. Synthesize research with their own ideas to produce artifacts and oral presentations that inform and persuade a target audience. 6. Demonstrate the ability to collaborate well with others to produce quality rhetorical documents. Prerequisites: ENGL 2010 (Grade C- or higher) or ENGL 2010A (Grade C-or higher). FA, SP.

MGMT 3300. Human Resource Management. 3 Hours.
An introductory course in Human Resource Management which will provide students with a fundamental knowledge of the roles and responsibilities of current HR managers. Course content includes labor/management relations, strategic HR management, policies/procedures, legal issues, job analysis/design, staffing, training, motivation, and establishing high performance organizations. Assignments will have a practical focus on HR general management issues and skill development. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate an introductory level of knowledge of the critical responsibilities of HRM. 2. Identify, analyze and determine management-level recommendations regarding the important trends and challenges of HR. 3. Analyze labor needs and demands and make employee recommendations. 4. Identify the major laws impacting HR. 5. Create and present professional quality oral and written presentations & training. 6. Apply effective teamwork improvement strategies. 7. Identify and apply ethical and social responsibility to management decisions. FA, SP.

MGMT 3400. Management & Organizations. 3 Hours.
Required of students pursuing School of Business majors; open to other interested students. Surveys management theory and the elements and variables that influence organizations. Examines the structure and design of organizations and the management tools used in planning, organizing, directing, controlling, leading, and coordinating organizations. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of the core functional areas of business related to human resource management. 2. Describe how to apply higher levels of critical thinking by performing appropriate quantitative and qualitative analysis. 3. Demonstrate interpersonal/communication skills necessary to success in business. 4. Deliver professional oral presentations. 5. Demonstrate the ability to identify and resolve ethical issues. FA, SP, SU.
MGMT 3510. Business Professional Ethics (ALPP). 3 Hours.
Examination of selected ethical issues in business and technology, including justice, corporate responsibility, preferential treatment, advertising practices, environmental responsibility, confidentiality, privacy, and government regulation. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze complex business situations to identify relevant ethical issues. 2. Integrate business professional ethics into strategic business decisions by collecting, analyzing, synthesizing data, and recommending viable courses of ethical action, summarized in a written report, and presented with clarity and passion to the class. Prerequisites: ACT score of 28 or higher; OR ENGL 1010 or ENGL 1010D (Grade C or higher). FA, SP.

MGMT 3600. Operations and Supply Chain Management (ALPP). 3 Hours.
Required for students pursuing School of Business majors; open to other interested students. Focuses on management of resources for products or services within an organization and across the larger supply chain; covers business / functional strategy, planning, and operational processes; and emphasizes product/service development, forecasting, inventory control, quality assurance, and research techniques. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. Inclusive Access Course Material (electronic book) fees may apply, see Fees tab under each course section for details. **COURSE LEARNING OUTCOMES (CLOs) 1. Develop both quantitative and qualitative skills to recognize, formulate, analyze and effectively communicate business problems/issues related to operations management. 2. Distinguish the interdependence of operations management and other key functional areas in business organizations, including ethical considerations. 3. Develop a knowledge base for communicating with operations personnel. 4. Show similarities between operations issues in the manufacturing and service sectors. 5. Apply capacity management techniques to optimize the performance of both a product- and service-oriented enterprise. 6. Demonstrate competence in the use of the following analytical techniques: capacity and bottleneck analysis, statistical process control charts, quantitative sales forecasts, independent demand inventory models, aggregate planning and material requirements planning. Course fee required. Prerequisites: STAT 2040 or MATH 1040 for Population Health majors. FA, SP, SU.

MGMT 3700. Organizational Behavior. 3 Hours.
In-depth examination of behavioral theories and research, focusing on the individual in such areas as socialization, motivation, communication, leadership, decision-making, conflict resolution, team-building, and adaptation to change, emphasizing application of behavioral and organizational theory to develop managerial, leadership, and interpersonal skills. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Define and recognize the processes of human behavior at three levels within business: personal, group and organizational. 2. Demonstrate greater awareness and application of successful ways to improve personal human relations. 3. Develop and evaluate solutions to organizational behavior problems using appropriate facts, concepts, principles, analytical techniques and theories learned in class. 4. Develop skills to deliver professional quality oral and written presentations. Prerequisites: MGMT 3400. FA, SP.

MGMT 4000. Intermediate Supply Chain Management. 3 Hours.
For students pursuing degrees in the College of Business. Continues exploring issues, and problems of modern supply management processes and practices, with emphasis on identifying and solving supply management problems. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Develop both quantitative and qualitative skills to recognize, formulate and analyze business problems/issues related to supply chain management. 2. Describe the interdependence of supply chain management and other key functional areas in business organizations. 3. Articulate a knowledge base for communicating with supply chain management personnel. 4. Explain the similarities between supply chain management issues in the manufacturing and service sectors. Prerequisites: MGMT 3600. FA, SP.

MGMT 4040. Quantitative Decision Analysis. 3 Hours.
Provides real-world decision-making tools commonly used within the finance, operations, marketing, and accounting functions of the modern enterprise with a practical, application-orientation building on the foundation of elementary statistics and decision modeling techniques. Includes financial break-even analysis, portfolio optimization models, correlation analysis, single- and multiple-regression, constrained optimization, and queuing theory. Microsoft Excel is used to create graphical and numerical outputs with emphasis on interpretation of output. Comprehensive case write-up and presentation, integrating the essentials of course tools is prescribed as the end-of-term project. Business cases are used throughout. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Develop both quantitative and qualitative skills to recognize, formulate and analyze business problems/issues related to finance, operations, marketing and accounting. 2. Utilize a wide range of analytical perspectives to understand the interdependence of key functional areas in business organizations. 3. Provide an enhanced analytical knowledge base for communicating with cross-functional personnel within the enterprise. 4. Apply specific analytical techniques including; financial break-even analysis, portfolio optimization models, correlation analysis, single- and multiple-regression, constrained optimization, and queuing theory to problems and issues facing the modern enterprise. Prerequisite: STAT 2040 (Grade C- or higher). FA.

MGMT 4200R. Business Internship. 1-3 Hours.
Internship experience for students pursuing degrees in the School of Business. Repeatable up to 6 credits subject to graduation restrictions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply knowledge acquired in the class room to “real life” work situations. 2. Demonstrate hands-on experience in a potential career path. 3. Assess personal career interests and work abilities. 4. Demonstrate what is required to be successful in their chosen field of work. 5. Develop good general work habits and attitudes. 6. Develop professional readiness skills, such as written and verbal communication skills, analytical skills, problem-solving and decision-making skills. 7. Develop career networking opportunities. Prerequisites: Instructor Permission. FA, SP, SU.
MGMT 4400. International Business. 3 Hours.
Explores the unpredictable forces of global business environments and the role of multinational corporations in worldwide economic development with emphasis on complexities confronting US firms operating in international market, covering trade and foreign investment; theories of international trade, economic development, and international investment; and governmental and private international agencies, which affect international business. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of the core functional areas of international business. 2. Apply higher levels of critical thinking. 3. Produce professional quality oral presentations skills necessary to succeed in business. 4. Produce professional quality oral presentations skills necessary to succeed in international environment. 5. Demonstrate the ability to identify, analyze, and resolve ethical issues and suggest courses of action. Prerequisites: MKTG 3010 (can be concurrently enrolled). FA, SP.

MGMT 4800. Strategic Management (ALPP). 4 Hours.
Required of students pursuing degrees in the School of Business. Capstone course focusing on the manager in dealing with strategic business challenges, the integration of functional areas, policy formulation, and implementation. Final Exam is the "Major Field Test in Business" written and administered by the Educational Testing Service, which follows the general guidelines of business school accrediting agencies to measure a student's knowledge and ability to apply what they have learned in each functional area of business (accounting, economics, management, quantitative business analysis and statistics, information systems, finance, marketing, legal and social environment, and international business) to solve real-world business issues. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply business facts, concepts, theories, and analytical methods, learned in core business classes, to create sustainable business strategies. 2. Apply the AFI (Analysis, Formulate, Implement) Framework, to determine strategic change for a business entity, by collecting, analyzing, synthesizing data, and recommending viable courses of strategic action, summarized in a written report, and presented with clarity and passion to the class. Course fee required. Prerequisites: MIS 3050 or ISA 2050 (can be concurrently enrolled); AND FIN 3150 (can be concurrently enrolled); AND MKTG 3400 (can be concurrently enrolled); AND MKTG 3600 (can be concurrently enrolled); AND MKTG 3010 (can be concurrently enrolled). FA, SP, SU.

MGMT 4900R. Independent Research. 1-3 Hours.
For students pursuing degrees in the School of Business. Independent research/reading opportunity in areas not fully covered by core or elective courses. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Summarize the essential concepts of the topic of the seminar. 2. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 3. Develop the ability to think critically about course content. 4. Apply knowledge from seminar to a range of contexts, problems, and solutions. Prerequisites: Instructor permission.

MGMT 4950R. Seminar in Business. 1-3 Hours.
For students pursuing degrees in the College of Business. Special topics in Business Management. Repeatable for credit as topics vary. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions. Prerequisite: Instructor permission.

MGMT 4990R. Executive Leadership Practicum: Applied Business Analysis. 3 Hours.
This course provides supervised, hands-on, executive leadership and business problem solving experience in a practicum project based format. It provides students an opportunity to build capabilities sought by today's demanding employers. By matching students with real-world projects in a "Board Room" context, students receive a unique opportunity to advise on executive-level, professional business decisions. Students completing this course will have a resume building experience, cultivate professional communication skills, and be able to synthesize multiple business disciplines to analyze and create meaningful, actionable, real-world business solutions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate the capability to conduct professional quality, innovative business research and analysis, relying on knowledge of leading theories, frameworks, innovative tools and industry resources pertinent to solving real-world business problems. 2. Analyze complex business problems utilizing qualitative and quantitative analytic skills; demonstrate responsibility and initiative throughout the practical problem solving process; synthesize findings in a professional manner, that develops, creates and proposes viable and innovative recommendations, conclusions or solutions for real-world action. 3. Cultivate the ability to communicate at a professional level, including when proposing both oral and written solutions to a complex business problem; in this executive communications context, deploy professional-quality technology tools as appropriate; demonstrate the ability to communicate professionally across diverse business settings, ranging from interpersonal communications, to small group communications, to large group communications. 4. Develop practical Executive Leadership skills in the formats of individual project(s) leadership, team membership/leadership, and applied business problem solving leadership (per above). 5. Demonstrate working level knowledge of and ability to critique evolving current events as impacting students' problem solving on behalf of clients' needs. Be able to identify emerging issues impacting clients' problems solving needs. Be agile and flexible; be able to pivot problem solving momentum as informed by breaking news and/or evolving findings. 6. Identify, analyze and resolve complex ethical issues pertinent to clients' problem solving needs. Prerequisite: Instructor permission required. FA, SP.
MKTG 1530R. Collegiate DECA. 1 Hour.
For members of Collegiate DECA, an organization for college students preparing for careers in marketing, management, and entrepreneurship, or related business areas, and is the post-secondary affiliate of Distributed Education Clubs of America (DECA). Designed to provide leadership development and marketing-related activities and competition not traditionally available in college courses. Annual Collegiate DECA membership fee required. Repeatable up to 4 credits subject to graduation restrictions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss current real world business/vocational related subjects, topics, situations, and personnel not found in a regular classroom situation. 2. Create opportunities to assistance in helping students analyze a profession or vocation. 3. Design leadership experience and leadership training opportunities. 4. Increase students' level of social responsibility/awareness, and provide the opportunity for meaningful community service learning. 5. Develop competitive opportunities for students to test their respective business/marketing skills against their peers. 6. Construct an environment where students can develop their inter- personal, social relations, and networking skills. Corequisites: MKTG 1530R.

MKTG 1531R. Collegiate DECA Competition. 1 Hour.
Covers a wide variety of marketing and management skill areas in order to allow DECA students the opportunity to upgrade their marketing and management skills and prepare for competition through marketing and management skills, through actual participation in actual business simulations and case problems. Repeatable up to 4 credits subject to graduation restrictions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss current real world business/vocational related subjects, topics, situations, and personnel not found in a regular classroom situation. 2. Create opportunities to assistance in helping students analyze a profession or vocation. 3. Design leadership experience and leadership training opportunities. 4. Increase students' level of social responsibility/awareness, and provide the opportunity for meaningful community service learning. 5. Develop competitive opportunities for students to test their respective business/ marketing skills against their peers. 6. Construct an environment where students can develop their inter- personal, social relations, and networking skills. Corequisites: MKTG 1530R.

MKTG 3010. Marketing Principles (ALPP). 3 Hours.
Required for students pursuing majors in the College of Business. Provides a basic background in the broad field of marketing by examining the processes that direct the planning and execution of the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives, including international implications, consumer behavior, product and distribution channel strategies, pricing and promotional strategies, and development of an integrated marketing plan that includes website development, mobile technologies, email, and social media. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. Inclusive Access Course Material (electronic book) fees may apply, see Fees tab under each course section for details. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Have a working level of knowledge of the core functional areas of marketing. 2. Apply higher levels of critical thinking marketing concepts. 3. Succeed in business. 4. Identify and resolve ethical issues in business and marketing. Students will analyze a complex marketing situation, identify relevant ethical issues and suggest ethical courses of action. 5. Explore and apply content learned in the course through development of an innovative product/service using outside mentors and then presenting their findings in the form of a marketing plan to business leaders from the community and to their classroom peers. FA, SP, SU.

MKTG 3450. Consumer Behavior. 3 Hours.
Required for Marketing majors, and open to other students pursuing majors in the College of Business. Covers the basic principles of consumer behavior, including the psychological, sociological, and anthropological bases of consumer behavior as related to consumer purchasing and consumption habits. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain psychological and sociological theoretical consumer behavior models that contribute to and shape the behavior of people as consumers and apply them to real world marketing situations. 2. Apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments. 3. Illustrate the use of buyer behavior frameworks and analysis through written, verbal and visual presentations. 4. Evaluate social and ethical implications of marketing actions on consumer behavior. 5. Analyze a consumer-related issue and develop a strategic initiative to address that issue to benefit consumers and a business entity. Prerequisites: MKTG 3010. SP.

MKTG 3500. Promotion Management. 3 Hours.
Required for Marketing majors, and open to other interested students. Covers the purposes and production of advertising, including preparing productive, persuasive marketing and advertising campaign plans; and the social, legal, and economic considerations involved in the campaign planning process. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Develop target audiences, key messages, and creative strategies that capture value throughout the customer journey. 2. Recognize how to maximize value from promotion channels: Websites, digital display, video, mobile, search engine, social media, public relations and traditional mediums. 3. Describe cutting-edge digital marketing tools and technology. 4. Design and present a comprehensive integrated marketing strategy and plan. 5. Create key performance indicators, analyze promotion efforts and calculate ROI. Prerequisites: MKTG 3010. FA, SP.
MKTG 3515. Sales Management (ALPP). 3 Hours.
Designed for students to gain practical experience in using technology to understand the critical role marketing places on stakeholder satisfaction. The course will define specific elements of customer behavior and applied technology used to establish and build stronger, lasting relationships for the sustainable business model. Students will learn basic functions of sales force management, both in business-to-business and business-to-consumer environments. Students taking this course will learn salesperson effectiveness, deployment of structured sells and marketing communication(s), as well as optimal organizational design to support the technology aspect of enhance customer communications. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate proficiency in the use of Customer Relationship Management and Sales Management. 2. Summarize ways in which sales management skills and innovation create business value. 3. Articulate strategies for collaborating with top management and Information technology professionals to create business value. 4. Succeed in business. 5. Identify and resolve ethical issues in marketing and business. Prerequisite: MKTG 3010. FA, SP.

MKTG 3900. Retail Management (ALPP). 3 Hours.
Open to Marketing majors and other interested students. Presents an integrated approach to retail management. Many activities of retail establishments will be explored, including but not limited to, retail strategy development, understanding the customer, retail information systems, market and location selection, merchandise buying and handling, financial operations management, human resource management, operations management, store layout and design, laws and ethics, and retail tactics. This course. This course will allow students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze and apply the principles of effective retail management. 2. Recognize and appreciate the differences between well-run and poorly run retail operations. Optimizing operations. 3. Understand retail strategies and tactics employed in running a retail operation. 4. Distinguish between ethical and unethical decisions in retail business situations. The Purpose of mission statements and ethics statements. 5. Demonstrate knowledge of the measurement tools common to a retail enterprise. 6. Identify careers and opportunities in retailing. 7. Evaluate a Retail Organization and perform a SWOT Analysis on the business. Prerequisites: MKTG 3010. FA.

MKTG 4100. Marketing Research. 3 Hours.
Required for Marketing majors, and open to other interested students. Designed for students to gain an understanding of the role that marketing research plays in identifying and solving marketing problems. The key emphasis is placed on problem identification, secondary data collection (to include data collection instruments, applied samplings and methods of acquisition), and data analysis techniques used in marketing research projects. The course will allow students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify and describe the principal steps involved in the marketing research process. 2. Identify and evaluate quality information sources and means of gathering primary and secondary data. 3. Plan and undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyze data to resolve marketing issues. 4. Demonstrate an understanding of the ethical framework that market research needs to operate within. 5. Develop and present a comprehensive marketing research report. Prerequisites: CIS 2010 or ISA 2010 (Grade C- or higher); AND ACT score of 28 or higher in English OR ENGL 1010; AND MKTG 3010 (Grade C- or higher); AND STAT 2040 (Grade C- or higher). FA.

MKTG 4200. Entrepreneurial Marketing. 3 Hours.
Open to Marketing majors and other interested students. This course is designed for students to gain practical experience with key marketing concepts and methods relevant for entrepreneurs. From initial thought or idea, to the launch of a company, the focus here is on market analysis and segmentation, product or service evaluation, marketing research and the overall development of the business concept. Students will gain an understanding of assessment of marketing potential, product/service design, successful distribution relationship and product pricing. The focus of this course is on new business startup. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze industry and business-specific factors that influence marketing approaches. 2. Apply marketing frameworks and methodologies to business marketing problems and opportunities. 3. Interpret business frameworks and analysis through written, verbal and visual presentations. 4. Apply financial analysis and decision-making methods to marketing budget plans and strategies. and 5. Collaborate with business professionals and students as they formulate marketing strategies. FA, SP.

MKTG 4500. Product Marketing. 3 Hours.
Required for Marketing majors, and open to other interested students. Product Marketing is a project-based course that focuses on action learning and a build your own case approach to teach foundational product management skills. Students will learn how to launch a product and how to obtain a top notch product management job. Students evaluate user needs, specify functional requirements, and identify business go to market strategies for a new web or mobile application. Product Marketing is designed to help students gain product management experience and who either wish to work in that role after graduation in a marketing company, in a startup, or for aspiring founders who want to gain a better understanding of the product development process. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of core business functions related to product marketing. 2. Analyze a complex business situation, identify relevant business issues, opportunities and problems with respect to marketing concepts for product management. 3. Evaluate ways in which marketing skills and innovation work to create business value. 4. Analyze business situations by performing appropriate quantitative and qualitative analysis, synthesize to form alternative solutions; and make recommendations for viable courses of action with product management marketing. 5. Organize, prepare, and deliver professional quality oral presentations. 6. Evaluate the essential elements of successful teamwork and reflect upon their competency and experiences in applying marketing concepts to product management. 7. Create a marketing plan for a new or improved product while working in a group and with a local business. 8. Analyze a complex marketing situation, identify relevant ethical issues and suggest ethical courses of action. Prerequisites: MKTG 3010 (Grade C- or higher). FA, SP.
**MKTG 4700. Marketing Strategy. 3 Hours.**
Required for Marketing majors, and open to others pursuing a major in the College of Business. Utilizing an investigation and application of marketing models and principles, integrates the market analysis, insight, skills, and planning necessary to develop and implement sound marketing strategies that improve exchange relationships between suppliers and buyers through traditional methods and digital technologies to create an appropriate “marketing mix”. **COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to:
1. Understand and apply strategies to your evaluation of a marketing problem.
2. Evaluate a firm’s strategic competitive advantage from the standpoint of innovation, financial standing, and customer relationships.
3. Analyze disparate, sometimes conflicting, pieces of information to make strategic marketing decisions regarding how to handle a variety of different marketing-relating situations and problems.
4. Use strategic principles to make recommendations as to how an organization can enact ethical and sustainable marketing strategies.
5. Articulate strategies to others in the organization to understand and align with goals and mission of the organization. Prerequisite: MKTG 3010. FA, SP.

**STAT 2040. Business Statistics. 3 Hours.**
Required of students pursuing School of Business degrees or emphases. Introduction to basic statistical reasoning, including data distributions, descriptive statistics, probability and probability distributions, and sampling distributions, as well as inferential methods such as tests of hypotheses, analysis of variance, “Goodness of Fit”, and regression. **COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to:
1. Use statistical concepts in everyday and professional life. Develop quantitative literacy skills related to statistics.
2. Recognize, calculate, and interpret descriptive statistics.
3. Calculate basic probability events and develop intuition related to probability and distributions.
4. Perform statistical analyses in MS Excel.
5. Define and develop hypothesis tests and interpret results.
6. Define and develop correlation and regression tests and interpret output.
7. Use statistical concepts to respond to a variety of problems / issues from various business disciplines. Prerequisites: CIS 2010 or ISA 2010 and MATH 1010 or MATH 1000 (Grade C or higher) within two years of enrollment in this course; OR ACT or equivalent placement score 23 or higher, or CPT placement score of 89 or higher within two years of enrollment in this course. FA, SP, SU.