The mission of the McAfee School of Business Administration is to provide a contemporary business education within a Christian context.
Faculty

Donald L. Lester (1996). Assistant Professor of Management and Dean of the McAfee School of Business Administration. B.S.E., M.B.A. and Ph.D., University of Memphis.

Bevalee B. Pray (1991). Assistant Professor of Finance and Management and Chair of the School of Business Administration. B.B.A. and M.B.A., University of Central Arkansas; Ph.D., University of Memphis.

Steve Arendall (1990). Associate Professor of Management. B.B.A. and M.B.A., University of Memphis; Ph.D., University of Tennessee at Knoxville.

Michael L. Behrens (1992). Associate Professor of Accounting. B.S. and M.S., Illinois State University; Candidate for Ph.D., University of Memphis; CPA, State of Illinois.

Brent Cunningham (1990). Assistant Professor of Marketing. B.S., Jacksonville State University; M.A., University of Alabama; Candidate for Ph.D., University of Memphis.

M. Kenneth Holt (1987). Associate Professor of Economics and Management. B.S., Union University; M.S., Louisiana State University; Candidate for Ph.D., University of Memphis.

Sam Myatt (1987). Professor of Business Administration. B.S., Lambuth College; M. Ed. and Ed. D., University of Memphis.


Walton M. Padelford (1980). Professor of Economics and Director of Center for Economic Education. B.S., Mississippi College; M.S. and Ph.D., Louisiana State University; Additional study, San Francisco Xavier de Chuquisaca.

Tom Proctor (1996). Assistant Professor of Accounting. B.S., University of Tennessee at Martin; M.B.A. and M.S., University of Memphis; Candidate for Ph.D., University of Memphis; CMA.

Darin White (1994). Assistant Professor of Marketing. B.S., Birmingham-Southern College; M.A. and Ph.D., University of Alabama.

Part-time faculty

Scott Hendrix (1995) Instructor of Finance, B.S., and M.B.A., University of Tennessee at Chattanooga; Ph.D. candidate, University of Memphis.


Mission Statement

To provide a contemporary business education within a Christian context.

Goals:

1. Place graduates with quality organizations
2. Be student focused
3. Encourage life-long learning
4. Provide an integrated knowledge-base across disciplines
5. Locate new opportunities for growth
6. Integrate faith and learning in every classroom
7. Establish mutually beneficial relationships with the business community.

Curriculum

Most students pursuing a major within the McAfee School of Business Administration will select the Bachelor of Science in Business Administration (BSBA), but also have the option of the Bachelor of Arts (BA) or the Bachelor of Science (BS). Tennessee Teacher Licensure Requirements apply only to students seeking secondary licensure. A minimum grade of C is required in all courses prerequisite to business administration courses. All majors offered through the McAfee School of Business Administration require a 36-hour BSBA Specific Core consisting of:

1. ACC 211 Principles of Accounting I 3
2. ACC 212 Principles of Accounting II 3
3. ECF 211 Principles of Macroeconomics 3
4. ECF 212 Principles of Microeconomics 3
5. CSC 105 Survey of Computer Applications 3
6. MAT 114  Statistics I  3
7. MGT 250  Managerial Communications  3

The 7 classes above must be taken prior to enrolling in any 300- or 400-level business class

8. MGT 318  Principles of Management  3
9. MKT 328  Principles of Marketing  3
10. MGT 445  Business Policy  3
11. MGT 322  Business Law I  3
12. MGT 435  Business Ethics  3

TOTAL HOURS 36

ACCOUNTING

BSBA Specific Core 36

Required Core for the Accounting Major

1. ECF 215  Personal Financial Management  3
2. ACC 311  Cost Accounting  3
3. ACC 313  Intermediate Accounting I  3
4. ACC 314  Intermediate Accounting II  3
5. ACC 315  Federal Income Tax I  3
6. ACC 413  Auditing I  3
7. ACC 350  Accounting Information Systems  3

TOTAL HOURS 21

then select one of the following emphases:

General Accounting (with minor field)
1. ACC 300/400  Upper Level Electives  6
2. One Upper-Level Business Elective or Liberal Arts Elective*  3

Total in Major 30

TOTAL HOURS 66

or

Professional Public Accounting (comprehensive)
1. ACC 312  Managerial Accounting  3
2. ACC 319  Federal Income Tax II  3
3. ACC 414  Auditing II  3
4. ACC 450  Governmental Accounting  3
5. ACC 460  Intermediate Accounting III  3
6. ACC 470  Advanced Accounting  3
7. MGT 324  Business Law II  3
8. Upper-Level Business Electives (3 or 6) and Liberal Arts Elective * (0 or 3)  6

Total in Major 48

TOTAL HOURS 84

or

Professional Managerial Accounting (comprehensive)
1. ACC 312  Managerial Accounting  3
2. ACC 319  Federal Income Tax II  3
3. ECF 323  Principles of Finance I  3
4. ECF 450  Intermediate Finance  3
5. MGT 341  Operations Management  3
6. MGT 348  Organizational Behavior  3
7. ECF 411  Intermediate Macroeconomics  3
8. Upper-Level Business Electives (3 or 6) and Liberal Arts Elective * (0 or 3)  6

TOTAL HOURS 84

REQUIREMENTS TO SIT FOR THE TENNESSEE CPA EXAM

The educational requirements for a CPA certificate will be a baccalaureate degree with a minimum of 150 semester hours from an accredited college or university with a concentration in accounting and general business as follows:

1. Thirty (30) semester hours in accounting education including the elementary level (i.e. principles) which shall include:
   a. Not less than 12 hours in financial accounting or cost accounting
   b. Not less than 6 semester hours in auditing
   c. Not less than 6 semester hours in taxation

Not more than 3 semester hours may be acquired from an internship program. These may not be applied toward the auditing, financial accounting, or taxation requirements.

2. Thirty (30) semester hours in general business in one or more of the following:
   a. computers
   b. business law
   c. algebra, calculus, statistics and probability
   d. economics/finance
   e. management/marketing
   f. information systems with accounting
   g. ethics
   h. business communications

Vocational and clerical-type courses will not count toward either the accounting or business classes requirements.

Accounting hours, other than the principle courses above the minimum requirement, may be substituted for general business courses. Candidates applying to sit for the CPA Exam after November, 1995, must have at least 24 semester hours of accounting education and at least 12 semester hours of general business at the upper-course level.
The board will recognize a Master’s degree in accounting or in business administration from an accredited school if the applicant has a total of 30 semester hours in accounting including principles, 6 semester hours in auditing, and a total of 150 semester hours.

**ECONOMICS/FINANCE**

**BSBA Core Requirements**

**Requirements for ECF Major**

1. ECF 215 Personal Financial Management 3
2. ACC 310 Accounting for Business 3
3. ECF 323 Principles of Finance 3
4. ECF 411 Intermediate Macroeconomics 3

**TOTAL HOURS** 12

then select one of the following emphases:

**Banking & Financial Services**

1. MKT 330 Consumer Behavior or MKT 351 Retail Marketing 3
2. MKT 350 Professional Selling 3
3. ACC 315 Income Tax I 3
4. ECF 355 Institutions and Markets 3
5. ECF 326 Investments 3
6. One Upper-Level Business Elective or Liberal Arts Elective * 3

**or**

**Economics**

1. ECF 412 Intermediate Microeconomics 3
2. ECF 330 International Economics 3
3. ECF 431 Economics of Labor 3
4. ECF 329 Public Finance 3
5. Upper-Level Business Electives (3-6) and/or Liberal Arts Electives *(0-3) 6

**or**

**Financial Analysis**

1. ACC 313 Intermediate Accounting I 3
2. ACC 314 Intermediate Accounting II 3
3. ECF 450 Intermediate Finance 3
4. ECF 355 Institutions & Markets 3
5. ECF 326 Principles of Investments 3
6. One Upper-Level Business Elective or Liberal Arts Electives * 3

**or**

**International Economics/Finance**

1. MGT 420 International Management 3
2. ECF 330 International Economics 3
3. ECF 419 International Finance 3
4. Foreign Language (one year seq.) 6
5. One Upper Level ECF Elective or Liberal Arts Electives * 3

**TOTAL HOURS** 18

**MANAGEMENT**

**BSBA Core Requirements**

**Requirements for Management Major**

1. ECF 215 Personal Financial Management 3
2. ACC 310 Accounting for Business 3
3. MGT 341 Operations Management 3
4. MGT 348 Organizational Behavior 3

then select one of the following emphases:

**General Management**

1. MGT 420 International Management 3
2. MGT 432 Human Resource Management 3
3. One of MGT 325 Employment Law or MGT 355 Labor Relations* 3
4. MGT 300/400 Electives 6
5. One Upper-Level Business Elective or Liberal Arts Electives * 3

**or**

**Human Resource Management**

1. ECF 431 Economics of Labor 3
2. MGT 432 Human Resource Management 3
3. MGT 325 Employment Law or MGT 355 Labor Relations* 3
4. MGT 300/400 Electives 3
5. Upper-Level Business Electives (3-6) and/or Liberal Arts Electives *(0-3) 6

*the other may count as an elective 18

**or**

**Entrepreneurship**

1. MGT 340 Small Business Management 3
2. MGT 432 Human Resource Management 3
3. ECF 323 Principles of Finance 3
4. MGT 321 Legal Environment of Business 3
5. MGT 300/400 Electives 3
6. One Upper-Level Business Elective or Liberal Arts Elective* 3

**or**

**International Management**

1. MGT 420 International Management 3
2. ECF 330 International Economics 3
3. ECF 419 International Finance 3
4. Foreign Language (one year seq.) 6
5. One Upper-Level Management Elective or Liberal Arts Elective * 3

**TOTAL HOURS** 18

130
MARKETING

BSBA Core Requirements 36

Requirements for Marketing Major

1. ECF 215 Personal Financial Management 3
2. ACC 310 Accounting for Business 3
3. MKT 440 Strategic Marketing 3
4. MKT 424 Marketing Research 3

12

then select one of the following:

Advertising

1. MKT 330 Consumer Behavior 3
2. MKT 351 Retail Marketing 3
3. MKT 419 Advertising 3
4. MKT 433 Marketing Management 3
5. One COM 323 Public Relations or COM 430 Media Law 3
6. One Upper-Level Business Elective or Liberal Arts Elective * 18

*the other may count as an elective

or

Strategic Marketing

1. MKT 330 Consumer Behavior 3
2. MKT 419 Advertising 3
3. MKT 433 Marketing Management 3
4. MKT 300/400 Marketing Electives 3
5. Upper-Level Business Electives (3-6) and/or Liberal Arts Elective *(0-3) 6

18

or

International Marketing

1. MGT 420 International Management 3
2. ECF 330 International Economics 3
3. ECF 419 International Finance 3
4. Foreign Language (one year sequence.) 6
5. One Upper-Level Marketing Elective or Liberal Arts Elective * 3

18

TOTAL HOURS 66

*See School of Business Administration adviser.

MINORS OFFERED THROUGH THE McAFEE SCHOOL OF BUSINESS ADMINISTRATION

Accounting Minor

ACC 211 Principles of Accounting I 3
ACC 212 Principles of Accounting II 3
ACC 313 Intermediate Accounting I 3
ACC 314 Intermediate Accounting II 3
ACC 300/400 Electives 6

TOTAL HOURS 18

Economics Minor

ECF 211 Principles of Macroeconomics 3
ECF 212 Principles of Microeconomics 3
ECF 411 Intermediate Macroeconomics 3
ECF 412 Intermediate Microeconomics 3
ECF 300/400 Electives 6

TOTAL HOURS 18

Finance Minor

ACC 211 Principles of Accounting I 3
ACC 212 Principles of Accounting II 3
ECF 215 Personal Financial Management 3
ECF 323 Principles of Finance 3
ECF 300/400 Electives 6

TOTAL HOURS 18

Management

MGT 113 Introduction to Business 3
MGT 318 Principles of Management 3
MGT 341 Operations Management 3
MGT 348 Organizational Behavior 3
MGT 300/400 Electives 6

TOTAL HOURS 18

Marketing

MKT 323 Principles of Marketing 3
MAT 114 Statistics 3
MKT 424 Marketing Research 3
MKT 440 Strategic Marketing 3
MKT 300/400 Electives 6

TOTAL HOURS 18

Business Administration

1. ACC 211 Principles of Accounting I 3
2. ACC 212 Principles of Accounting II 3
3. ECF 211 Principles of Macroeconomics 3
4. ECF 212 Principles of Microeconomics 3
5. FIN 323 Principles of Finance I 3
6. MGT 318 Principles of Management 3
7. MGT 321 The Legal Environment of Business
   or MGT 322, Business Law I 3
8. MKT 328 Principles of Marketing 3

BUSINESS TEACHER LICENSURE FOR TENNESSEE SECONDARY SCHOOLS

Students pursuing business teacher licensure for secondary schools may receive licensure in the following areas:

1. Basic Business and Accounting
2. Data Processing
3. Economics
4. Marketing

In order to receive licensure, business students much complete the following:

1. Complete required courses in General Education Core, maintaining a GPA of 2.5 in the General Education Core
during the first two years of study.

2. Complete required courses in the Professional Education Core:

   EDU 200, 250, 326, 419, 433
   PSY 213, 318
   SE 225

3. Complete required courses in the major for business teacher licensure:

   Basic Business and Accounting - Complete the Bachelor of Science in Business Administration degree with a major in either accounting, economics/finance, management, or marketing.

   Data Processing - Complete the Bachelor of Science in Business Administration with a major in either accounting, economics/finance, management, or marketing in addition to completion of programming language course in CSC.

   Economics - Complete the Bachelor of Science in Business Administration degree with a major in Economics/Finance choosing the Economics track and complete the following Social Studies requirements:

   HIS 101, 102, 211, and 212
   GEO 213 and 215 or 216

   Marketing — Complete the Bachelor of Science in Business Administration degree with a major in Marketing.

4. Maintain a GPA of 2.75 in the Professional Education Core and in the Business Administration Major.

5. Complete the student teaching requirement during the senior year plus other requirements as specified through the Teacher Education Program in the School of Education and Human Studies.

**Student Organizations**

**Accounting Club.** This organization promotes interest in the field of Accounting. Membership is open to all Accounting majors and minors. Business leaders are invited to meet with the club to share their knowledge and expertise in Accounting. Members also tour local industries and accounting firms.

**Students In Free Enterprise (SIFE).** SIFE is a team of students teaching the community how market economics and businesses operate. It is a partnership between higher education and business building career connections between college students and the business community. Students must be nominated by a faculty member followed by a personal interview and recommendation of interviewing committee to faculty sponsor.

**Phi Beta Lambda.** Membership in this national business fraternity is open to those students who are interested in careers in business and who have a grade point average of 2.0 or above. The goals of the organization are to promote the free enterprise system on which the American economic system is based and to create a better understanding of the business world.

**Student Awards**

**Academic Excellence Medals.** A medal is given for each major offered by the school. This award is given to the graduating major who has the highest academic average in each discipline provided the average grade in the subject is not less than 3.5 and provided the student has completed, before Awards Day, a minimum of 15 credit hours in the major discipline at Union University in courses for which precise grades are computed (as distinguished from courses graded pass or fail).

**Curtiss E. Scott Business Excellence Award.** A cash award and plaque is given to the Business student who wins this award. To be eligible for this award, a student must be classified as a senior School of Business Administration student with a GPA of 3.00 or better. The Phi Beta Lambda Business Fraternity nominates three students from eligible candidates. The McAfee School of Business Administration faculty select the final recipient from the Phi Beta Lambda nomination list.

**Course Offerings in Accounting (ACC)**

( ) Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

211. Principles of Accounting I (3) F, W
   An introductory course including study of professional accounting, sole proprietorship, and partnerships.

212. Principles of Accounting II (3) F, S
   A continuation of ACC 211 with an emphasis on corporations and the use of accounting in managerial decision making. Prerequisite: ACC 211.

310. Accounting for Business and Financial Management (3) F, S
   The course includes analyzing financial statements, costs, budgets, and investment decisions. Emphasis is on the use of accounting in decision making. Note: Does not apply toward an Accounting Major or Minor. Prerequisite: ACC 212.
311. Cost Accounting (3) F, S (every other year)
A study of methods of accounting for materials, labor, and factory overhead in job order and process cost systems. Prerequisite: ACC 212.

312. Managerial Accounting (3) S
Uses of accounting information in management decision making. Topics include budgeting, standard costing, and analyses of costs and profits. Prerequisite: ACC 311.

313. Intermediate Accounting I (3) F, S
An intensive review of the accounting process and financial statements with an emphasis on the asset section of the balance sheet. Prerequisite: ACC 212.

314. Intermediate Accounting II (3) S
Corporation formation and changes in the equity structure after formation. Additional topics include: long-term investments, bonds, earnings per share, and income recognition. Prerequisite: ACC 313.

315. Federal Income Tax Accounting I (3) F, S (every other year)
A study of the Internal Revenue Code as it affects individual income tax returns. Prerequisite: ACC 212.

319. Federal Income Tax Accounting II (3) F, S
A study of the Internal Revenue Code as it affects partnerships, corporations, and fiduciaries. Prerequisite: ACC 315.

350. Accounting Information Systems (3) F, S (every other year)
Principles and problems of accounting system design and implementation. Organization for accounting control, internal control procedures, and internal reports. Special attention given to computerized accounting systems as well as to traditional information flows. Prerequisites: CSC 105 and ACC 313.

413. Auditing I (3) F
An examination of ethics in accounting practice, internal control, auditing standards and procedures, and audit programs for various accounts. Prerequisite: Senior Standing.

414. Auditing II (3) S
An advanced course in auditing, applying concepts and techniques mastered in ACC 413. Special attention is given to variations of the audit report, statistical sampling, and current topics in the profession. Prerequisite: ACC 413.

450. Governmental and Not-for-Profit Accounting (3) W
Operation of the accounting structure and financial reporting for governmental and not-for-profit entities to include colleges and universities, medical care facilities, and social service agencies. Prerequisite: ACC 313.

460. Intermediate Accounting III (3) S

470. Advanced Accounting (3) W
A comprehensive study of partnerships and consolidated entities. Prerequisite: ACC 314.

Course Offerings in Economics/Finance (ECF)

211. Principles of Macroeconomics (3) F, W
A survey of economic theory dealing with GNP, depression, unemployment, inflation, fiscal policy, and monetary policy.

212. Principles of Microeconomics (3) W, S
A survey of economic theory dealing with prices, markets, production, distribution of goods, and allocation of resources.

215. Personal Financial Management (3) F, S
Uses of income in consumption, saving, insurance, and other investments. The main purpose
of this course is to aid in selecting methods of obtaining better results in these areas of individual or family choices.

323. Principles of Finance (3) S
A study of incorporation and promotion, securities, capital structures, short-term and long-term financing, expansion. Prerequisite: ACC 212.

326. Principles of Investments (3) S (every other year)
A study of relationships of security investments to capital formation; investment policy; and the relationship of investments to the business cycle. Prerequisite: ACC 212.

329. Public Finance (3) F (every other year)
Theory and principles, considering taxation and expenditure policies at all levels of government. Particular attention is given to the effect of these policies on individuals and the economy. Prerequisites: ECO 211 and 212 or consent of the instructor.

330. International Economics (3) F
International trade and finance. Deals with United States tariff policy, foreign exchange, markets, United States foreign economic policy, and the mechanisms available for international economic cooperation. Prerequisites: ECO 211 and 212 or consent of the instructor.

355. Financial Institutions and Markets (3) S (every other year)
An intensive review of U.S. financial institutions and financial markets. Prerequisite: FIN 323.

411. Intermediate Macroeconomics (3) S
An advanced treatment of the demand for money, aggregate supply, aggregate demand, and economic dynamics. Prerequisites: ECO 211 and 212.

412. Intermediate Microeconomics (3) F
An advanced treatment of price theory, utility theory, and production theory. Prerequisites: ECO 211 and 212.

419. International Finance (3) W (every other year)
An analysis of international financial management to include exchange rates and the international monetary system valuation of foreign assets, management of foreign assets, and international money and capital markets. Prerequisite: FIN 323.

431. Economics of Labor (3) S
Deals with wage theory, development of labor unions, collective bargaining, and the growth of a structure of labor law. Prerequisites: ECO 211 and 212 or consent of the instructor.

450. Intermediate Finance II (3) F, W (every other year)
An extension of Principles with emphasis on discounted cash flow, cost of capital, capital budgeting, mergers and acquisitions, and leveraged buy outs. Prerequisite: ECF 323.

Course Offerings in Management (MGT)

113. Introduction to Business (3) F, Su
A survey of the role and functioning of the American free enterprise system in contemporary society. Emphasis placed upon the disciplines of accounting, economics, finance, management, and marketing. Not open to students who have completed or who are currently taking MGT 318 and/or MKT 328.

241. Sports Law (3) F
An overview of the law as it applies to the sports industry. Specific topics include tort and contract law applied to sports situations. Investigation of case law dealing with marketing the athlete, amateur sports, sports injuries and liabilities, sex discrimination in amateur and professional sports, drug screening, and rights and responsibilities of managing the athlete.

250. Managerial Communication (3) F, S
The preparation and presentation of reports for management decision making. Emphasis is placed upon collecting/analyzing pertinent business information and the appropriate presentations of business reports, both written and oral. Computer technology is utilized for graphics and final presentations of reports. Videotaping of oral reports is used for evaluation.

300. Seminar in Free Enterprise (1-2) F, S
This course provides the structure for the accomplishment of outreach projects originated and implemented by Students in Free Enterprise. Students will teach, learn, and practice free enterprise in order to better individuals, communities, and countries. Students may receive 2 semester hours of credit per semester during their first year of enrollment; 1 semester hour of credit per semester during their second year for a maximum credit of 6 hours. Prerequisite: Consent of instructor. Junior or Senior level standing.

310. Management Information Systems (3) S, Su
Introduction to the applications of computer systems and their components to support the strategic goals of an organization. The focus is on
the use of information systems for management decision making. Prerequisite: MGT 318 and CSC 105.

318. Principles of Management (3) F, W, S, Su
An introduction to the management process through the functions of planning, organizing, leading, and controlling for industrial and other organizations.

321. The Legal Environment of Business (3) F (every other year)
A study of the regulatory laws and agencies that determine and enforce the rules by which business must live.

322. Business Law I (3) F, S
A study of the traditional principles of law frequently occurring in business transactions. Included are contracts, sales, commercial paper, secured transactions, principal and agent, and bailments.

324. Business Law II (3) F (every other year)
A study of personal property, bailments, agency, employment, real property, trusts and estates, bankruptcy, and insurance. Prerequisite: MGT 322.

325. Employment/Labor Law (3) S (every other year)
Analysis of employer and employee rights and responsibilities as stipulated in constitutional, statutory, and case law. Topics include fair treatment of the worker, health and safety in the workplace, employment-at-will, right-to-work, and union-shop. Prerequisite: MGT 325.

340. Small Business Management (3) S
A course designed for students who may be interested in the ownership/operation of a small business. Emphasis placed on the plans and procedures needed to initiate a small business. Prerequisites: ACC 212 and either MGT 318, MKT 328, or ACC 310 (except for Accounting majors).

341. Operations Management (3) S
The study of operations management incorporates both theoretical and practical elements. Specific topics include the design, operation, and control of productive systems, demand forecasting and management, inventory timing and control, facility location, resource assignment, and other areas in manufacturing and service organizations. Prerequisite: MGT 318.

348. Organizational Behavior (3) S, Su
An intensive examination of the behavioral and psychological side of management. Emphasis is on theories and research in such topics as decision making, values, leadership, motivation, performance appraisal, and others. The course also incorporates experimental exercises related to the topic areas. Prerequisite: MGT 318.

355. Labor Relations (3) W (every other year)
An analysis of American labor history, the process and the philosophy of collective bargaining, dispute settlement, and contract administration. Prerequisite: MGT 318.

420. International Management (3) S
This course is designed to acquaint students with geographic and cultural differences that impinge on management decision making. Both theoretical and practical aspects of management in the international environment will be presented. Prerequisite: MGT 318.

432. Human Resource Management (3) F (every other year)
A study of the methods used by business firms and the public sector in recruitment, training, remuneration, and utilization of human resources. Prerequisite: MGT 318.

435. Business Ethics and Social Responsibility (3) F, S
Development of ethical paradigms which underlie contemporary value systems. Extensive use of cases highlighting value choices and resulting consequences. Prerequisite: Senior standing.

445. Business Policy (3) F, S
Capstone course which introduces students to the concepts of strategic management. Extensive use of case analysis. Prerequisite: ACC 310, MGT 318, MKT 328, and senior standing.

*455. Sociology of Work (3) F
An examination of sociological research/theories of working. Emphasis is given to occupational choice, characteristics of the labor force, occupational socialization and mobility, women and work, and bureaucracy. Prerequisite: SOC 211 or consent of instructor.

* Reciprocal credit in Sociology

Course Offerings in Marketing (MKT)

( )-Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

*323. Public Relations (3) F
Problems, writing procedures, policies, and methods of public relations for business, industry, and institutions.
328. Principles of Marketing (3) F, S
Exploration of the role of marketing in a free enterprise system through the development, implementation, control, and evaluation of marketing strategies. Emphasis is placed upon marketing models and concepts utilized in management decision making. Prerequisite: ECO 212 or consent of instructor.

330. Consumer Behavior (3) F
Analysis of individual and collective consumer behavior patterns both within and outside the marketplace, through the use of theoretical model building and empirical research findings. Emphasizes role of consumer research in determining both short-range and long-range marketing strategies. Prerequisite: MKT 328.

340. Sport Marketing (3) S
A course emphasizing the basic marketing concepts to the sports industry. Fundamental marketing techniques such as advertising, sales, promotion, fundraising, and journalism will be explored in relation to sports. Prerequisite: MKT 328.

341. Sport Information Management (3) S
A course emphasizing marketing, print and electronic media, statistics, public relations, and activities related to the management of sports information. Prerequisite: COM 120.

350. Professional Selling (3) S, W (every other year)
An examination of the role of the sales professional within the marketing process. Emphasis placed on development of selling responsibilities, time management, territory management, and interpersonal communication skills through role-plays. Course also includes analysis of the psychological basis of selling in both consumer and industrial markets. Prerequisite: MKT 328.

351. Retail Marketing (3) F
Examination of the marketing mix within the retail environment. Analysis of retail strategy in merchandising, customer relations, and inventory control. Evaluation of retail site locations and store layouts. Prerequisite: MKT 328.

419. Advertising (3) S
The economic and social roles of advertising in a contemporary business setting. Emphasis on the creation, implementation, and evaluation of advertising programs and campaigns through the analysis of creative processes, media resources, budgeting methods, and social responsibility of advertisers. Prerequisite: MKT 328 or consent of instructor.

424. Marketing Research (3) S
Theories and techniques involved in marketing research. Emphasis upon research objectives, research design, sample selection, instrument design, data collection techniques, statistical analysis of data, computer applications, and report writing for managerial use. Prerequisite: MKT 328.

433. Marketing Management (3) S
Analysis of problems confronting the marketing manager in making decisions relating to strategy, marketing research, product management, channel management, pricing, and promotional management. Prerequisite: MKT 328.

440. Strategic Marketing (3) F
Development of the analytical and decision-making skills necessary to move beyond the traditional marketing management approach. To combine the knowledge of the various marketing activities as they relate to the managerial functions of planning, organizing, and controlling the marketing effort. Prerequisite: MKT 328.

* Reciprocal credit in Communication Arts and Marketing

195-6-7. Special Studies (1-4) On demand
Lower-level group studies which do not appear in the regular departmental offerings.

395-6-7. Special Studies (1-4) On demand
Upper-level group studies which do not appear in the regular departmental offerings.

485. Internship (3) By consent
Selected students are assigned to obtain supervised practical work experience at a local business. Pass/Fail.

486. Cooperative Education (3) By consent
Selected students are assigned to obtain supervised practical work experience at a local business for an extended period of time. Pass/Fail.

495-6-7. Independent Studies (1-4) On Demand
Individual research under the guidance of a faculty member.

498. Seminar (1-3) On Demand
To be used at discretion of the department.