MCAFEE SCHOOL OF BUSINESS

Dean
Jason Garrett (2017). Dean for the McAfee School of Business and Professor of Marketing. B.B.A., Oklahoma Baptist University; M.B.A., Washington University; Ph.D., University of Missouri.

William R. Nance, Jr. (2000). Associate Dean for the McAfee School of Business and Associate Professor of Management, Director of Accreditation. B.S., Regis University; M.B.A., Union University; D.B.A., Nova Southeastern University.

Staff
Audra Teague (2011). Administrative Assistant to the Dean.

Susan Bolyard (2007). Academic Secretary, Graduate Business Programs.


Jennifer Gay (2017). Graduate Business Programs Coordinator and Recruiter. B.S., Middle Tennessee State University.


Mission Statement

Developing business leaders to fulfill their purpose in Christ and society

Developing business leaders is central to the mission of the McAfee School of Business. Academic excellence is fundamental to developing people who are strong in their functional area and leaders in business. In the McAfee School of Business, we will focus on disciplinary knowledge and high-impact practices such as collaborative projects, research, community-based learning, internships, and course projects. Being future-directed, we believe business leaders will develop from functional knowledge and opportunities to practice business with faculty supervision.

Business provides a unique opportunity for business leaders to fulfill their purpose in Christ. Paul spent time in the marketplace (Acts 17:17) so that he might join in conversation with the people of his day. To prepare our students to be Christ-centered in the modern-day marketplace, we focus on faith integration, which includes faith practices such as modeling Christ-like business decisions, integrating Biblical lessons with business, developing meaningful interactions with students, and praying for students.

The people-focus of the McAfee School of Business is exhibited through strong student-faculty interaction and faith integration which prepare students to fulfill their purpose in society. This is exhibited through the development of programs based upon business community needs, superior career outcomes, and the ongoing success of our students.
The McAfee School of Business offers majors in Business Administration and Accounting, leading to the Bachelor of Science in Business Administration. Majors in Accounting and Business Administration are required to complete the General Core Curriculum, the B.S.B.A. Specific Core Curriculum, and major requirements as detailed below. Students majoring in Business Administration may not minor in the same area as their concentration. Majors in Economics complete the B.A. or B.S. core instead of the B.S.B.A. core. The student seeking Tennessee Teacher Licensure in business subjects will select an appropriate major and complete the Professional Education Minor; details are shown below under “Teacher Licensure.”

A minimum grade of C is required in all upper-level courses in the B.S.B.A. specific core. All majors offered through the McAfee School of Business other than the major in Economics require the B.S.B.A. Specific Core consisting of: ACC 211-2; ECO 212; FIN 320; BAD 224; BLAW 321; CSC 105, MAT 114; MGT 310, 311, 318; MKT 328. B.S.B.A. students must select MAT 111 or higher for General Core Math. The Economics major may be earned with the B.A. or B.S.

Students pursuing a degree outside the McAfee School of Business and not pursuing the Bachelor of Science in Business Administration may not apply more than 31 hours in the areas of accounting, business administration, economics, finance, management, or marketing toward their degree requirements. Such students are cautioned against pursuing multiple minors if the minors will be used to satisfy degree requirements. Students pursuing the Bachelor of Art or the Bachelor of Science and majoring in Economics will only count ECO 211 and ECO 212 of the economics requirements as business hours for the purpose of determining the 31-hour limit.

Tennessee Valley Authority's Investment Challenge is a unique, innovative partnership between TVA and Union University as one of 24 universities in its service territory that provides a real-world learning experience in portfolio management. Participation can be voluntary or through FIN 416.

Similarly, participation in Enactus can be formally experienced for credit through BAD 300 or on a voluntary basis. Enactus is a social entrepreneurship organization. Involvement in Enactus is open to all Union University students and can be experienced through BAD 300 for 0-2 credit hours.

I. Major in Accounting—30 hours
A. ACC 311, 313, 314, 315, 423, 484 or BLAW 324
B. MGT 341, 445; BAD 420; BAD 475
C. ACC majors will take ACC 350 instead of MGT 310 in the BSBA specific core.

Students may apply for admission to the Master of Accountancy program after achieving junior-level standing (56 hours) with approval from the Coordinator of Accounting. See the Graduate Catalog for details.

The State of Tennessee requires 30 hours of accounting to sit for the Certified Public Accountant examination. The Accounting major in the B.S.B.A. provides 24 hours of accounting. Students graduating with the B.S.B.A.,
who do not plan on pursuing accounting at the graduate level, should plan on taking six additional undergraduate accounting hours beyond the B.S.B.A. Students who plan to sit for the CPA exam in another state should consult the State Board of Accountancy in that state to determine the requirements to sit for the CPA exam.

II. Major in Business Administration—30 hours (Major Core + one concentration)
A. Core required of all majors: ECO 400; MGT 341, BAD 420, MGT 445; BAD 475; and 6 hours Business or Advisor-approved Upper-level Electives
B. Concentration in Economics: ECO 411, 412, 430
C. Concentration in Finance: FIN 415, 416; Select 3 hours from FIN 417, ECO 327, ECO 411.
D. Concentration in International Business: ICS 320, ECO 425 or 430, BAD 420; Minor in Spanish, French, or Intercultural Studies.*
E. Concentration in Management: MGT 348, 432, and either 330 or 484.
F. Concentration in Marketing: MKT 330 or 350, 424, 440
*Three to six semester hours, from business or foreign language or a combination, must be earned through study abroad or internship abroad. International students may substitute U.S. internship credit if their native language is not English.

III. Major in Economics—41 hours
A. MAT 114, BAD 224, ECO 211, ECO 212
B. ECO 498 or ECO Elective
C. ECO 411, 412, 430; FIN 320
D. 6 hours from: PHL 346, PHL 347; PSC 322, 323
E. Upper-level Electives—outside the School of Business and with advisor-approval—8 hours
F. General Core must include MAT 211 and PHL 240.

IV. Teacher Licensure
Teacher Licensure in Business Education, Business Technology, Economics, and Marketing requires students to complete the following:
A. Professional Education:
   2. Fall of Internship Year—EDU 306, 340, 419, 440
   3. Spring of Internship Year—EDU 441 and 451
B. Complete the B.S.B.A. with a major in Business Administration or Accounting.
   1. Business Education completes the B.S.B.A. and major, earning a dual licensure with Business Technology.
   2. Economics completes the B.S.B.A. with a major in Business Administration (Economics Concentration) and completes additional Social Science requirements: HIS 101, 102, 211, 212; GEO 112, and either GEO 215 or 216
   3. Marketing completes the B.S.B.A. with a major in Business Administration (Marketing Concentration).
C. Completion of applicable portions of the Praxis II.
D. For additional information, see the Director of Educator Preparation.

I. Minor in Accounting—18 hours
A. ACC 211, 212, 313, 315
B. Upper-level ACC Electives
II. Minor in Economics—18 hours
A. ECO 211, 212, 411, 412
B. Upper-level ECO Electives
III. Minor in Finance—18 hours
A. ACC 211; ECO 211; FIN 320; MAT 114
B. Upper-level FIN electives—6 hours
IV. Minor in Management—18 hours
A. MGT 318, 341, 348; MAT 114
B. Upper-level MGT Electives—6 hours
V. Minor in Business Administration—18 hours
A. ACC 211, 212; ECO 211; MAT 114
B. MGT 318; MKT 328
VI. Minor in Marketing—18 hours
A. MKT 328, 424, 440; MAT 114
B. Upper-level MKT Electives
VII. Minor in University Studies—18 hours
A. Available only with the Bachelor of Science in Business Administration or B.A. or B.S. with a major in Economics. All courses must be taken outside the School of Business.
B. No more than 9 hours may be taken below 300 level.
C. No more than 13 hours may be taken under one prefix.
D. Course must be approved by the faculty advisor and cannot duplicate with the general core curriculum.

VIII. Minor in Actuarial Science (to accompany the completion of a Business Major and the B.S.B.A.)—21 hours
See the Department of Mathematics for details.

** Majors in Accounting, Business Administration, and Economics with Discipline-Specific Honors **

Honors Contract
The McAfee School of Business offers discipline-specific Honors for selected students. The student must have a minimum cumulative GPA of 3.5. The successful honors student will complete 12 hours of honors work including 6 to 9 hours of honors contract coursework and 3 to 6 hours of thesis research and thesis writing. Individual professors will develop an honors contract for the honors student in connection with upper-level required courses. A thesis advisor will work with the honors student in developing an appropriate research approach for the honors thesis. Successful honors students will graduate as BSBA with Honors. Potential honors students should contact the Associate Dean.

Assessment of Majors
A comprehensive Assurance of Learning program has been developed by the School of Business. This assessment program is utilized to determine that the learning goals established by the School of Business have been met.

Proficiency in accounting, economics, finance, management, marketing, and quantitative concepts, and their integration are assessed through the ETS Major Field test. Each student pursuing a B.S.B.A. degree will take this test in MGT 445, which is the capstone course for the degree.
Fifth-Year MBA and MAcc Programs
Fifth-Year MBA and MAcc Programs Qualified undergraduate students have the opportunity to complete the Master of Business Administration or the Master of Accountancy in a fifth year after their undergraduate degree completion. See the graduate catalogue for details.

Student Organizations
Enactus. Enactus 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 interested in careers in business. Its goals are to promote the free enterprise system, to create a better understanding of the business world, and to explicate the resume writing and interview process through seminars and workshops.

Omicron Delta Epsilon Economics Honor Society. Omicron Delta Epsilon is one of the world’s largest academic honor societies. The objectives of Omicron Delta Epsilon are recognition of scholastic attainment and the honoring of outstanding achievements in economics; the establishment of closer ties between students and faculty in economics within colleges and universities, and among colleges and universities; the publication of its official journal, The American Economist, and sponsoring of panels at professional meetings as well as the Irving Fisher and Frank W. Taussig competitions. Omicron Delta Epsilon has 652 chapters located in the United States, Canada, Australia, the United Kingdom, Mexico, Puerto Rico, South Africa, Egypt, France, and United Arab Emirates. Omicron Delta Epsilon plays a prominent role in the annual Honors Day celebrations at many colleges and universities.

Alpha Mu Alpha. Alpha Mu Alpha is the national marketing honor society for qualified undergraduate, graduate, and doctoral marketing students, and marketing faculty. Under the auspices of the AMA, a selected advisory committee of marketing educators designed the recognition program to acknowledge outstanding scholastic achievement on a highly competitive basis. The objective of Alpha Mu Alpha is to recognize marketing students with outstanding scholastic achievement.

American Marketing Association (AMA) is a student-led marketing club which provides aspiring professionals with access to resources, education, and professional development opportunities through real-world experience, exploration of the marketing field and connections with professionals. AMA is open to all students, regardless of major, who are interested in marketing. AMA is the world's largest and most comprehensive professional society for marketers with nearly 45,000 members in 100 countries.

Student Awards
Walton and Kathryn Padelford Endowed Ethics Award. This award is made to a McAfee School of Business senior who best exemplifies the study and application of ethics to their business field of endeavor.

Jeanette Pieron Proctor Aspiring Accountant Award. To be eligible for this award, a student must be a declared accounting major who is in the process of completing ACC 212 and has an overall GPA of 3.00 or better. The recipient will be selected by the Accounting faculty. The recipient will be required to enroll in ACC 313 when next offered.

Curtiss E. Scott Business Excellence Award. To be eligible for this award, a student must be classified as a senior McAfee School of Business 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 faculty select the final recipient from the nomination list.

There are several business-related scholarships. These scholarships are administered through the Office of Student Financial Planning.

Course Offerings in Accounting (ACC)
( ) Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

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

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

311. Cost Accounting (3)
Prerequisite: ACC 212.
A study of methods of accounting for materials, labor, and factory overhead in job order and process cost systems.

312. Managerial Accounting (3)
Prerequisite: ACC 212.
Uses of accounting information in management decision making. Topics include budgeting, standard costing, and analyses of costs and profits.

313. Intermediate Accounting I (3)
Prerequisite: ACC 212.
Intensive review of the accounting process and financial statements with emphasis on the asset section of the balance sheet.

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

315. Taxation of Individuals (3)
Prerequisite: ACC 212.
The Internal Revenue Code as it affects individual income tax returns.
143. Taxation of Corporation and Pass-Through Entities (3)
Prerequisite: ACC 315.
This course focuses on the taxation of corporations and pass-through entities including partnerships, S corporations, and estates and trusts.

250. Accounting Information Systems (3)
Prerequisite: ACC 212 and CSC 105.
Principles and problems of accounting system design and implementation. Organization for accounting control, internal control procedures, and internal reports. Attention given to computerized accounting systems and to traditional information flows.

415. Advanced Accounting Theory (3) F
Prerequisite: ACC 313.
This course is a study of the Financial Accounting Standards Board pronouncements for general accounting use. Emphasis is given to the interpretation of pronouncements and applications in problem-solving settings as applied to advanced topics in financial accounting.

416. Advanced Information Systems (3) F
Prerequisite: ACC 350.
This course explores systems planning, acquisition, delivery, and monitoring from a risk and control perspective while analyzing systems as processors of data for financial reporting and control of economic organizations.

423. Auditing and Assurance Services (3) F
Prerequisites: ACC 314 and 350.
An examination of ethics in accounting practice, general standards and procedures for a contemporary audit, audit programs, and work papers.

424. Internal Auditing (3) S
Prerequisites: ACC 314 and 350.
An examination of internal auditing concepts and proper internal controls along with compliance with applicable laws, regulations, and policies.

450. Governmental and Not-for-Profit Accounting (3)
Prerequisite: ACC 314.
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.

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

475. Accounting Research (3) As Needed
Prerequisite: ACC 314.
This course is designed to introduce students to empirical thinking, empirical methods, and empirical writing in accounting.

Course Offerings in Business Administration (BAD)

113. Introduction to Business (3) S
An introductory course to provide students with a basic understanding of the foundations of American business through an introduction to business organization and the functions of production, marketing, finance accounting, and management.

224. Introduction to Business Analytics and Decision-Making (3) F, S
Prerequisites: MAT 111 or 201 or higher; MAT 114 or 208.
An introduction to data-driven decision making using computer-based techniques to convert data into information. Topics include optimization, regression, descriptive/ inferential statistics, and spreadsheet-based simulation. Examples are from business disciplines including economics, finance, management, and marketing.

300. Seminar in Free Enterprise (0-2) F, S
Prerequisite: Consent of instructor.
This course provides the structure for outreach projects originated and implemented by Enactus. Students teach, learn, and practice free enterprise in order to better individuals, communities, and countries. Students may receive a maximum of 6 hours credit; however, no more than 2 hours may be taken per semester.

337. Data Visualizations (3) F.
Prerequisites: MAT 114, CSC 224. Reciprocal credit: CSC 337. See CSC 337 for course description.

375. Seminar in Portfolio Management (1-3) F, S
Prerequisite: FIN 320 and consent of instructor.
A practical, hands-on experiential exercise in managing a large stock portfolio using funds provided by the Tennessee Valley Authority. The investment objective of the portfolio is to achieve long-term capital growth by investing in marketable U.S. common stocks. Course may be repeated for a maximum of 6 hours credit.

420. Global Business (3) F, S
Prerequisite: MGT 318 or MKT 328.
This course is designed to acquaint students with geographic and cultural differences that impinge on decision making in the international business arena. Both theoretical and practical aspects of working in an international environment will be presented.

475. Business Ethics and Diversity (3) F, S
Prerequisite: Senior standing.
This course focuses on the development of ethical paradigms which underlie contemporary value systems and the value of diversity in the workplace. Extensive use of cases are used highlighting value choices and the resulting consequences.
Course Offerings in Business Law (BLAW)

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

321. The Legal Environment of Business (3) F, S
The legal, practical and ethical environments in which businesses and managers operate. Topics: common law affecting business constitutional law, administrative agencies, and a survey of law of employment consumer protection, and securities regulations.

324. Commercial Law (3)
Pre/Corequisite: BLAW 321.
A survey of basic principles of law important for understanding business transactions, entity creation and operation, and including a review of contract laws and selected uniform commercial code provisions, business associations and bankruptcy law.

Course Offerings In Economics (ECO)

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

211. Principles of Macroeconomics (3) F
A first course in macroeconomic theory and policy. Principal topics include the market system, national income accounting, unemployment and inflation, macro theory, fiscal policy, monetary policy, international trade and finance, and the distribution of income and wealth.

212. Principles of Microeconomics (3) S
A first course in microeconomic theory and policy. Principal topics include the market system, the theory of the firm; and the firm in its competitive environment, in its international environment, and in its regulatory environment.

327. Money and Banking (3) S
Prerequisites: ECO 211 and 212.
This course is an introduction to the behavioral science of economics which focuses on interest rates, the concept of money, exchange rates, and monetary policy. Topics covered include banking structures and function, the Federal Reserve, determinants of the money supply, fiscal policy and monetary policy, and international economies.

329. Public Finance (3)
Prerequisites: ECO 211 and 212.
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.

345. Economic Political Thought (3)
Reciprocal Credit: PSC 354
A study of major economic thinkers regarding the political regulation of the economy.

421. Negotiation and Dispute Resolution (3)
This course covers topics designed to develop students' ability to negotiate effectively and improve their ability to develop a strategic plan for effective negotiations.

425. Employment/Labor Law (3)
Prerequisites: MGT 318 and BLAW 321.
Common law, statutory and regulatory provisions pertaining to the employer-employee relationship and labor-management relations. Topics: hiring and terminating employees, discrimination, privacy, unions, collective bargaining, and statutory protections of workers.

400. Personal Financial Management (3) F, S
Introduction to personal finance from a Christian perspective. Principal topics include giving, taxes, investing, insurance, buying a house, vehicles, credit, debt, and budgeting.

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

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

425. Economic Growth and Development (3)
Pre/Corequisites: ECO 211 and 212.
Economic trajectories of developing nations. Theoretical models of development and empirical data will be used to understand economic development and policy issues between the industrialized nations and the developing world.

430. International Economics (3)
Prerequisites: ECO 211 and 212.
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.

431. Economics of Labor (3)
Prerequisites: ECO 211 and 212.
Deals with wage theory, development of labor unions, collective bargaining, and the growth of a structure of labor law.
Course Offerings in Finance (FIN)
( ) Hours Credit; F–Fall; W–Winter; S–Spring; Su–Summer

320. Business Financial Management I (3) F, S
Prerequisites: ACC 211, ECO 211.
Pre- or corequisite: BAD 224.
Introduction to financial management including topics: assets, basic forms of organization, tax environment, time value of money, valuation concepts, risk and rates of return, cost of capital and capital budgeting.

325. Business Financial Management II (3)
Prerequisite: FIN 320.
Continuation of 320 including: financial markets, investment banking process, financial intermediaries, the banking system, interest rates, the cost of money, analysis of financial statements, financial planning, control capital structure and management.

415. Corporate Finance (3) F
Prerequisite: FIN 320.
An intermediate Financial Management course that provides in-depth knowledge of topics beyond basic Business Finance. The course teaches advanced topics such as Financial Planning & Forecasting, Project Valuation, Strategic & Tactical Financing Decisions and Working Capital Management. Topics relating to International Finance, Risk Management, Mergers & Acquisitions and Leasing may be introduced. Students will be challenged to apply concepts using practical business cases.

416. Investment Analysis (3) S
Prerequisite: FIN 320.
This course is designed to provide the students with understanding of valuation and trading of financial securities. It will teach students the concepts of securities analysis and theories embodied in portfolio construction, management and performance evaluation. The topics covered include Asset Classes, Portfolio Theory, Securities Valuation, Portfolio Performance, Risk Management, etc. The course incorporates real-world trading experience through Student-Managed Investment Program.

417. Financial Markets and Institutions (3) F
Prerequisite: FIN 320.
This course introduces the different financial institutions, the financial markets in which they operate and the instruments they deal in. Areas covered include Interest Rates, Central Banks, Securities Markets, Management of Commercial Banks and other Financial Institutions. Risk Management in Financial Institutions is introduced.

Course Offerings in Management (MGT)
( ) Hours Credit; F–Fall; W–Winter; S–Spring; Su–Summer

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

311. Managerial Communications (3) F, S
This introductory course is designed to help develop and strengthen skills of effective business and professional communication in both written and spoken forms.

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

330. Corporate Sustainability (3) F
Prerequisite: MGT 318.
An examination of how business impacts the natural environment. Both the normative (ethical) and strategic implications for business will be explored.

337. The History of Business (3)
Social, political and economic events that have shaped business, focusing on management practices, theories, financial markets and institutions.

340. Entrepreneurship (3)
Prerequisites: ACC 212 and either MGT 318 or MKT 328.
A course designed for students interested in the ownership/operation of a small business.

341. Operations Management (3) F, S
Pre- or corequisite: BAD 224
Incorporates both theoretical and practical elements. Topics: design, operation, and control of productive systems, demand forecasting and management, inventory timing and control, facility location, and resource assignment.

348. Organizational Behavior (3) F, S
Prerequisite: MGT 318.
The behavioral and psychological side of management. Emphasis: theories and research in such topics as decision making, values, leadership, motivation, and performance.

355. Labor Relations (3)
An analysis of American labor history, the process and the philosophy of collective bargaining, dispute settlement, and contract administration.

432. Human Resource Management (3) F, S
A study of the methods used by business firms and the public sector in recruitment, training, remuneration, and utilization of human resources.

445. Business Policy (3) F, S
Prerequisites: ACC 212; MGT 318; MKT 328; ECO 211, 212; FIN 320; Senior standing.
Capstone course which introduces students to the concepts of strategic management. Makes use of case analysis.
Course Offerings in Marketing (MKT)

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

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 with emphasis on marketing models and concepts utilized in decision making.

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

333. Advertising Experience (3) F
Pre- or corequisite: MKT 328.
The purpose of the course is to provide an experience that will introduce student to the “real world” of advertising and marketing. Methods used may include classroom discussion, research, career introduction, meeting with marketing and advertising professionals, touring an advertising agency and other appropriate opportunities. Requires travel to New York City. Travel cost estimated at $1,000 per student.

350. Professional Selling (3)
Prerequisite: MKT 328.
The role of the sales professional within the marketing process. Emphasis on development of selling responsibilities, time and territory management, and interpersonal communication skills through role-plays. Includes analysis of the psychological basis of selling in both consumer and industrial markets.

351. Retail Marketing (3)
Prerequisite: MKT 328.
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.

419. Advertising and Promotion (3)
Prerequisite: MKT 328.
The economic and social roles of advertising in contemporary business. Emphasis on creation, implementation, and evaluation of campaigns through the analysis of creative processes, media resources, budgeting, and social responsibility.

424. Marketing Research (3)
Prerequisite: MKT 328 and MAT 114 or 208.
Theories and techniques involved in marketing research. Emphasis upon research objectives and design, sample selection, instrument design, collection techniques and statistical analysis of data, computer applications, report writing for managerial use.

437. Digital Marketing (3) S
Prerequisite: MKT 328.
Digital marketing is changing how companies market themselves, position their brands, products and services, and communicate with their customers in almost every industry. It has become an important tool which, if used appropriately, can generate new customers and move existing customers along the customer relationship spectrum. This course hopes to provide some best practices and the actual business application for this new and always evolving platform for communication.

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

Available in each departmental prefix:

179-279-379-479. External Domestic Study Programs (1-3)
All courses and their applications must be defined and approved prior to registering.

179PF-279PF-379PF-479PF. External Domestic Study Programs (Pass/Fail) As Needed
All courses and their applications must be defined and approved prior to registering.

180-280-380-480. Study Abroad Programs (1-4)
All courses and their applications must be defined and approved prior to registering.

180PF-280PF-380PF-480PF. Study Abroad Programs (Pass/Fail) As Needed.
All courses and their applications must be defined and approved prior to registering.

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

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

484. Internship (0-3)
Selected students are assigned to obtain supervised practical work experience in many area accounting firms, advertising companies, local manufacturers, the Chamber of Commerce, banks, and various non-profit organizations.
486. Cooperative Education (3)
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)
Individual research under the guidance of a faculty member(s).

498. Seminar (3)
To be used at discretion of the department.

499. Seminar (1-3)
To be used at the discretion of the department.