

## Marketing Program

The Marketing program extends the mission of the University and the School of Business through the education of students in the field of marketing with a global orientation. The program goal is to strengthen the student's abilities to communicate effectively, solve problems, make decisions, analyze, and critically assess concepts and issues in marketing. The program strives to provide an environment that continues to develop the intellectual, emotional and professional growth of its students.

### Marketing Minor Requirements:

The minor in Marketing requires eighteen (18) semester hours of courses in the Marketing (MKT) Program including; MKT 305, MKT 311, MKT 328 plus three approved MKT electives.

### Marketing Major Degree Requirements:

The program in Marketing offers tracks that lead to the Bachelor of Science degree.

### Curriculum Outline – Marketing

Freshman Year	Semester	1st	2nd
English 101-102.....		3	3
Communication 103.....		3	-
Computer Science 120.....		-	3
History 106.....		3	-
Mathematics 117 or higher.....		3	-
Foreign Language (2 semesters of same language).....		3	3
Natural Science Course.....		-	3
Humanities Course.....		-	3
Physical Education (2) or Health (1).....		-	2
University 101.....		1	-
<b>Total</b>		<b>16</b>	<b>17</b>
Sophomore Year	Semester	1st	2nd
Accounting 203-204.....		3	3
Economics 201-202.....		3	3
Management 215-216.....		3	3
Social Science Course.....		3	3
Humanities 201.....		3	-
Free Elective.....		-	2
<b>Total</b>		<b>15</b>	<b>14</b>
<b>Summer - Lower Division Internship</b>		<b>(MBA 211) 1 Credit</b>	
Junior Year	Semester	1st	2nd
Marketing 305-307.....		3	3
Management 301.....		3	-
Finance 304.....		3	-
Marketing 311.....		-	3
Marketing 328.....		-	3
Management 305, 323.....		3	3
Non-business-related elective.....		3	3
<b>Total</b>		<b>15</b>	<b>15</b>
Senior Year	Semester	1st	2nd
Marketing 411, 427.....		3	3
Marketing 417, 428.....		3	3
Management 400.....		3	-
Marketing 444.....		-	3
Non-business-related elective.....		3	-
Business-related elective.....		3	3
<b>Total</b>		<b>15</b>	<b>12</b>
<b>TOTAL CREDITS FOR GRADUATION</b>			<b>120</b>

## Department of Management

The Business Management Department provides studies in broad-based management education, allowing flexibility in varied management level careers sought by private and public employers. The objective is to develop the student's understanding of management as both an art and a science, together with managerial skills essential for positions of leadership and responsibility in today's dynamic environment. The management major promotes a generalist interdisciplinary approach that prepares students to work in any business organization. It also allows students, in collaboration with their academic advisor to personalize their plan of study through specialization in a minor or a variety of business and non-business related electives.

Students may take an emphasis in Human Resources Management. Human Resources Management emphasis strengthens the business management major. Students are prepared in management of employees at all organizational levels. Emphasis is on staffing, training and development, labor relations, compensation and benefits, legal aspects of human resources management and selection and recruitment. This is a highly recruited area for undergraduate students. The faculty advises students on the selection of courses for areas of concentration and monitors their academic progress.

### Management Minor Requirements:

A minor in business management is earned upon the successful completion of 18 hours in the management discipline as follows: Non-business majors may elect to take a minor in business management to include: MGT 301, 400, 402, plus any three courses selected from the following courses: MGT 300, 305,306, 312, 321, 323, MGT 418,417. Business majors may not use MGT 301, 400, or 402 as part of the Minor in Management.

### Management Major Requirements:

Business Management majors must take MGT 300, 312, 321, 360, 402, 499 for a total of 18 semester hours beyond the Business Core Requirements as reflected in the Curriculum Outline below.

### Curriculum Outline – Management

The program requires a total of 120 credit hours for the Bachelor of Science degree with specialized courses in Management. Students will be required to take general education courses, and elective courses related to their concentration. The course sequence normally followed is as listed below.

Freshman Year	Semester	1st	2nd
ENG 101 Written Communication.....		3	-
ENG 102 Written Communication.....		-	3
COM 103 Oral Communication.....		3	-
HIS 106 World Civilization.....		3	-
MAT 117 Pre-Cal or Higher.....		3	-
Foreign Language - (2 semesters of same language).....		3	3
UNV 101 Individual & Life.....		1	-
CSC 120 Computer Intro.....		-	3
Natural Science Course.....		-	3
Non Business Elective.....		-	3
Health (1) or Physical Edu. (2).....		-	2
<b>Total</b>		<b>16</b>	<b>17</b>