B.B.A. in Marketing

Concentration: Sales

Most marketing majors begin their career with a sales position. The sales concentration is intended to prepare students for that first job. The courses included will help students to understand the role of sales in a marketing strategy, how to manage a sales force, and the sales process. Additionally, students will learn skills such as uncovering prospect needs, making sales presentations, and writing proposals.

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Credits</th>
<th>Spring/Fall</th>
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<tbody>
<tr>
<td>MKT 3350, Intro. to Marketing</td>
<td>3</td>
<td>Fall</td>
</tr>
<tr>
<td>Restricted Elective*</td>
<td>3</td>
<td>Fall</td>
</tr>
<tr>
<td>TOTAL</td>
<td>15</td>
<td>TOTAL</td>
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</table>

* Restricted Electives: COMS 2358 or ENGL 3365

† Group A: Choose 2 from MKT 3351, 3353, 4356, 4358

‡ Group B: One additional junior- or senior-level business course provided it is not used to fulfill another requirement.

Graduate Courses

5353. Global Supply Chain Management (3). Focuses on managing the flow of goods, services, finances, and information from point of origin to point of consumption in global supply chains. Emphasis on the strategic role of supply chain management as a source of competitive advantage and value creation.

5355. Research Design (3). An in-depth examination of measurement issues, including latent constructs and data-gathering procedures in marketing.

5358. Business-to-Business Marketing (3). Prerequisite: MKT 5360. Designed to provide an overview of the many diverse facets of business-to-business marketing. Specific topics include selling to large businesses, buyer-seller relationships, supply-chain management, strategic alliances, and the effect of the Internet on business-to-business marketing.

5359. Individual Study in Marketing I (3). Prerequisite: Consent of instructor. Directed individual study of advanced marketing problems varying with the need of the particular student. May be repeated for credit if subject matter is different.

5360. Marketing Concepts and Strategies (3). Examines marketing functions, the institutions which perform them, and the study of marketing planning, strategy, and tactics. Includes the organization, execution, and control of the marketing effort.

5361. Marketing Administration (3). Prerequisite: MKT 5360. A study of marketing planning and strategic issues related to the marketing effort.

5364. Services Marketing (3). Prerequisite: MKT 5360. Designed to provide an overview of the basic functions, theoretical concepts, and terminology of the marketing of services to consumers and businesses.

5382. Internship in Marketing (3). Prerequisite: Consent of instructor. Permits students to enhance their knowledge within their field of specialization through application of concepts, principles, and techniques learned in the classroom.

6300. Colloquium in Marketing (3). Studies in selected areas of marketing. Topics vary by semester. May be repeated for credit.

6310. Advanced Topics in Marketing (3). Seminar covering current issues in marketing. Topics vary by semester. May be repeated for credit.

6320. Advanced Topics in Marketing Research (3). Seminar covering current issues in marketing research. Topics vary by semester. May be repeated for credit.

6350. Theory Building and Testing (3). Prerequisite: Advanced graduate standing. Designed to provide an introduction to the research process as it applies to business disciplines.

6353. Marketing Theory (3). Prerequisite: Advanced graduate standing and consent of instructor. A philosophy of science approach to the study of marketing theory and the components of marketing theory: hypotheses, law-like generalizations, empirical regularities, laws, models, and scientific explanations.

6354. Marketing Strategy (3). Prerequisite: Advanced graduate standing and consent of instructor. Designed to examine issues regarding marketing strategy, its formulation, and its implementation.

6355. Theory Testing (3). Prerequisite: Consent of instructor. A survey of quantitative methods for and issues in the analysis of marketing data.

6356. Consumer Behavior Seminar (3). Prerequisite: Advanced graduate standing. A survey of the major research being carried out in consumer behavior.

B.B.A. in Marketing

Concentration: Supply Chain Management

The concentration in supply chain management focuses on managing the flow of goods, services, finances, and information from point of origin to point of consumption in global supply chains. Supply chain management requires the analytical ability to make data-driven decisions and the interpersonal skills to manage essential business relationships. Supply chain managers must be able to communicate, collaborate, and coordinate with customers and suppliers. The concentration prepares students for challenging careers in supply chain management in areas such as transportation, inventory management, strategic sourcing, distribution, customer service, and demand management. Admission into the supply chain management concentration is competitive and based on a comprehensive review of a student's application materials.