

# UNDERGRADUATE MINORS IN BUSINESS

The School of Business offers minors in ten different areas. Each minor is composed of a minimum of eighteen credit hours that offer students an opportunity to study a specific area of business in more detail.

- Accounting, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/accounting-minor/>)
- Business Administration, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/business-administration-minor/>)
- Economics, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/economics-minor/>)
- Family Business, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/family-business-minor/>)
- Finance, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/finance-minor/>)
- International Business, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/international-business-minor/>)
- Management, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/management-minor/>)
- Marketing, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/marketing-minor/>)
- Quantitative Analysis for Business, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/quantitative-analysis-business-minor/>)
- Sports Management, Minor (<https://catalog.sbu.edu/undergraduate/business/minors/sports-management-minor/>)

## Economics (ECO)

### ECO-ELEC ECONOMICS ELECTIVE (3 Credits)

#### ECO-101 MICROECONOMIC PRINCIPLES (3 Credits)

An introductory investigation of economics as it relates to individual economic units (e.g., the firm). Emphasis is placed on price theory within the context of various market structures.

#### ECO-101H MICROECONOMIC PRINCIP.(HONORS) (3 Credits)

**Restrictions:** RG.HON

#### ECO-102 MACROECONOMIC PRINCIPLES (3 Credits)

An introductory investigation of economics as it relates to aggregate economies (e.g. a nation). Emphasis is placed on the determination of national income and the composition and pricing of national output.

#### ECO-102H MACROECONOMIC PRINCIP.(HONORS) (3 Credits)

**Restrictions:** RG.HON

#### ECO-308 ENVIRONMENTAL ECONOMICS (3 Credits)

Studies the efficient use of society's scarce environmental resources. Environmental economics is a course in applied welfare economics with an emphasis on market failures (externalities and common access resources), and solutions to market failures, along with the economic valuation of environmental amenities such as clean air and water.

**Prerequisite(s):** Take ECO-101

#### ECO-309 ECONOMICS OF HEALTH (3 Credits)

A course that covers the measurement and determinants of health, the examination of healthcare markets, and the economics of health insurance.

**Prerequisite(s):** Take ECO-101

#### ECO-311 LABOR ECONOMICS (3 Credits)

This course develops labor supply, demand, and equilibrium before describing several potential changes to the labor market, including the minimum wage, discrimination, and contracts. We conclude with a discussion of choice in the labor market, including occupational choice, human capital formation, and labor mobility.

#### ECO-313 INTERMEDIATE MICROECONOMICS (3 Credits)

This course develops the economic theory of the firm and consumer choice. The former includes analyses of market structures, output and input pricing decisions, cost minimization, and profit maximization. The latter characterizes consumer's optimal decisions given their incomes, preferences and the relative prices of various goods. The course develops tools for analyzing how these optimal choices change when relative prices and consumer incomes change. Also, the course presents several measures on consumer welfare. Other topics may include general equilibrium analysis, market failure, public economics, public choice, decision making under uncertainty, and game theory applications. The course relies on calculus when presenting and developing the various economic models.

**Prerequisite(s):** Take ECO-101 and MATH-122 or MATH-151

#### ECO-314 INTERMEDIATE MACROECONOMICS (3 Credits)

An advanced look at Macroeconomics as it relates to households, firms, the government, and the Federal Reserve. Analytical, graphical and mathematical solutions to economic problems will be explored. Topics include GDP, unemployment, inflation, money, growth theory, and international trade and finance.

**Prerequisite(s):** ECO 101 and 102 and (MATH 122 or MATH 151)

#### ECO-330 LAW AND ECONOMICS (3 Credits)

A course that applies economics legal analysis to legal institutions, including contract and tort law, economic efficiency of common law, public choice theory, and the problem of externality.

**Corequisite(s):** Take BLX-210

#### ECO-490 ECONOMICS SEMINAR (3 Credits)

A course that will concentrate on the major ideas and theories in contemporary economics with particular mathematical expressions of economic ideas.

**Corequisite(s):** TAKE ECO-313, ECO-314, MATH-122, FIN-312

#### ECO-498D MACHINE LEARNING & ECONOMIC FORECASTING (3 Credits)

Research in selected topics in economics under the supervision of a faculty member, designed to allow the student to probe specific interests that lie beyond the coverage normally found in regular course offerings.

#### ECO-498G STUDENT INVOLVEMENT IN VOLUNTEER & SOCIAL ACTIVITIES (3 Credits)

Research in selected topics in economics under the supervision of a faculty member, designed to allow the student to probe specific interests that lie beyond the coverage normally found in regular course offerings.

#### ECO-499EE SP TOP.EUROPEAN ECONOMICS EXPERIENCE (3 Credits)

A well-defined course of study in specific topics in economics that goes beyond the regular course offerings.

#### ECO-499EG SP TOP.ECONOMICS OF GREEN ENERGY (1-3 Credits)

A well-defined course of study in specific topics in economics that goes beyond the regular course offerings.

#### ECO-499EH SP TOP.ECONOMICS OF HEALTH (1-3 Credits)

A well-defined course of study in specific topics in economics that goes beyond the regular course offerings.

**ECO-499LE SP TOP: LABOR ECONOMICS (3 Credits)**

A well-defined course of study in specific topics in economics that goes beyond the regular course offerings.

## Finance (FIN)

**FIN-210 MONEY MANAGEMENT SEMINAR (1 Credit)**

This is an entry level course listing that allows students to learn about finance and money management and get course credit for actively participating in the SIMM program at levels that are less rigorous than the FIN 410/FIN 420 expectations. This course allows you to vote on investment decisions and make stock pitches without the managerial responsibilities that come with the upper level classes. Students can become Jr. Level analysts while learning at a slower pace while still having the structure of a class. 1.0 credits. This course may be taken up to six times. Students with a major in Finance may not have the credit count towards the elective requirement for the major.

**FIN-301 CORPORATION FINANCE (3 Credits)**

An in-depth analysis of the financial structure and problems of the corporation. Topics treated include valuation and risk, capital structure, the capital-budgeting decision, long-term financing decisions, working capital policy and financial analysis.

**Prerequisite(s):** Take ECO-101, ACCT-201 and QMX-211 or MATH-107

**FIN-312 ECONOMETRICS FOR FINANCE (3 Credits)**

This course will develop both the theory and practice of econometrics at a level that will allow students to be knowledgeable producers and users of empirical research in finance. Among the topics covered are multiple regression and correlation, dummy variables, simultaneous equation models and the study of the methods utilized when the classical assumptions are violated.

**Prerequisite(s):** Take MATH-122 and QMX-212

**FIN-321 MONEY AND BANKING (3 Credits)**

A study of the theory and practices of the monetary and banking systems of the United States and their influence on economic activity.

**Prerequisite(s):** Take ECO-101 & ECO-102

**FIN-322 FINANCIAL INST. & MARKETS (3 Credits)**

A detailed examination of the major aspects of the United States money and capital markets. A survey of the operations and functions of private financial institutions and their effect on aggregate economic activity.

**Prerequisite(s):** Take FIN-321

**FIN-333 THE ECON & FIN OF SPORTS (3 Credits)**

This course is designed for two purposes: to use sports to deepen our understanding of economics and financial markets and to use economics and financial markets to deepen our understanding of sports. There is a vast array of topics that we will cover including attendance modeling, salary structure, salary caps, financing of stadiums, tournament structure, competitive balance, doping in sports, gambling markets, etc. Key economic principles covered include supply and demand, industrial organization, price theory, labor markets, salary determination and discrimination, tournament theory, Coase Theorem, and game theory. Financial principles covered include financing of sports teams in different leagues, public vs private financing of stadiums, efficient markets hypothesis, and behavioral finance. We will cover historical topics and address current events. Students will participate in class discussion, read economic papers on sports, and give short presentations on the articles they read.

**Prerequisite(s):** TAKE ECO-101

**FIN-334 SPORTS ANALYTICS (3 Credits)**

Students will develop and apply analytical skills that are useful in a general business environment, applied specifically to sports. Students will learn how to apply methods and principles in a wide range of applications for purposes of in-game strategy, team management, player performance and fantasy competitions, among many other topics.

**Prerequisite(s):** Take QMX-212 and BIS-220

**FIN-401 ADV CORPORATE FINANCE (3 Credits)**

An in-depth study of corporate finance. Topics will include valuation, risk analysis, risk management, capital budgeting, capital structure, mergers and acquisitions, market efficiency, long-term financing, and short-term finance.

**Prerequisite(s):** Take FIN-301

**FIN-402 PROBLEMS IN FINANCE (3 Credits)**

This course is the Finance capstone course. A case studies course designed to build upon and integrate the knowledge accrued from FIN 401 as well as other required courses in finance. Particular reference is made to current problems in finance.

**Prerequisite(s):** Take FIN-401

**FIN-407 INTERNATIONAL FINANCE (3 Credits)****FIN-410 STUDENT INVESTMENT FUND (3 Credits)**

The Student Investment Fund asks students to manage a real estate investment portfolio. Students make and implement assets allocation decisions, analyze sectors and individual companies and manage administrative issues. Students are responsible for reporting their activities and investment results to an advisory board.

**Prerequisite(s):** Take FIN-301

**FIN-412 PROBLEMS IN FINANCE (3 Credits)****FIN-420 STUDENT INVESTMENT FUND II (3 Credits)**

Students in SIMM II are asked to manage an energy hedge fund. Students will make investment decisions across all areas of the energy universe. They can trade (long or short) in equities, futures, and options. Students are responsible for active risk management and regular reporting to an advisory board.

**Prerequisite(s):** Take FIN-410

**FIN-421 INVESTMENTS (3 Credits)**

An introduction to the field of investments. Modern portfolio theory is treated in depth and provides the basis for a clear understanding of the Capital Asset Pricing model and Arbitrage Pricing Theory. Securities discussed will include common stock, preferred stock, corporate bonds, municipal bonds, warrants, convertibles and stock options.

**Prerequisite(s):** Take FIN-301

**FIN-498B IND. ST: BEHAVIORAL FINANCE (3 Credits)**

Research in selected topics in finance and banking under the supervision of a faculty member. Designed to allow the student to probe areas of specific interest that lie beyond the coverage normally found in regular offerings.

**FIN-499 SPECIAL TOPICS (1-3 Credits)**

A well-defined course of study in specific topics in finance such as business cycles, public finance nonprofit finance and banking, which go beyond the regular course offerings.

**FIN-499A IND. STUDY & RESEARCH (1-3 Credits)****FIN-499F SP TOP: FINANCIAL MODELING (3 Credits)**

**Prerequisite(s):** Fin-301

**FIN-499J SP TOP:ALGORITHMIC TRADING & APPLIED FINANCE PROJECTS (3 Credits)****FIN-499K SP TOP: FINANCIAL MODELING (1-3 Credits)**

A well-defined course of study in specific topics in finance such as business cycles, public finance nonprofit finance and banking, which go beyond the regular course offerings.

**FIN-499L GLOBAL BUSINESS TRAVEL SEMINAR: LONDON (3 Credits)**

A well-defined course of study in specific topics in finance such as business cycles, public finance nonprofit finance and banking, which go beyond the regular course offerings.

**FIN-499LM SP TOP: LONDON FINANCIAL MARKETS (3 Credits)**

A well-defined course of study in specific topics in finance such as business cycles, public finance nonprofit finance and banking, which go beyond the regular course offerings.

**Prerequisite(s):** Take FIN-301

**Corequisite(s):** #take 3 courses from subject fin

**Restrictions:** RGM.134

## Management (MGT)

**MGT-ELEC MANAGEMENT SCIENCE ELECTIVE (3 Credits)****MGT-301 MGMT & ORGANIZA.BEHAVIOR (3 Credits)**

An investigation of the major functions of management (planning, organizing, coordinating, and controlling). An in-depth analysis of concepts and theories from the behavioral sciences. Particular attention is given to theories of motivation, organizational structure and behavior, management development, group dynamics, models of authority and the management of changing organizations and how they relate to modern managerial techniques.

**MGT-302 LEADERSHIP: THEORIES & PRACTICES (3 Credits)**

This course explores the foundational principles and practices of effective leadership. Students will engage with various leadership theories, develop key leadership skills, and analyze real-world leadership challenges. Through a combination of lectures, discussions, case studies and practical exercises, students will gain a comprehensive understanding of what it takes to be an effective leader in today's diverse and dynamic environments.

**Prerequisite(s):** TAKE MGT-301

**MGT-306 PRODUCTION OPERATION MGMT (3 Credits)**

A descriptive and analytical approach to the study of production processes. Topics discussed include forecasting, inventory planning, aggregate planning and scheduling, plant layout, quality control, methods analysis and work measurements.

**Prerequisite(s):** Take QMX-212

**MGT-310 INTERNATIONAL MANAGEMENT (3 Credits)**

An in-depth analysis of the concepts that involve the operations of multinational corporations (MNCs) and foreign corporations and their effect on international business.

**Prerequisite(s):** Take MGT-301

**MGT-322 INTRO TO BUSINESS ANALYTICS (3 Credits)**

An overview of quantitative techniques used in managerial decision analysis. Decision theory concepts are introduced with an emphasis on descriptive analytics and visualization techniques.

**Prerequisite(s):** Take QMX-212

**MGT-329 INTRO TO SPORTS MANAGEMENT (3 Credits)**

Study of topics currently defining the sports industry including quality and continuous improvement, teamwork, diversity, ethics and social responsibility, globalization, information technology and change.

**MGT-330 INTRO TO ENTREPRENEURSHIP (3 Credits)**

An introductory exploration into the creation of new ventures. Emphasis is placed on low-capital intensive startups--businesses that students can develop while still at university. Skill sets emphasized include basic social media and content management systems (web design). Recommended for sophomores or juniors. Must have permission of instructor.

**MGT-401 PERSONNEL/HUMAN RESOURCE (3 Credits)**

An investigation of systems designed to manage the human resource. Specific topics include job analysis and description, recruitment, selection and placement of personnel, management development and appraisal systems, incentive systems, and wage and salary administration.

**Prerequisite(s):** Take MGT-301

**MGT-402 ADVANCED HUMAN RESOURCE MANAGEMENT (3 Credits)**

This class is an expanded investigation of concepts in the human resource area with an emphasis on systems, structuring and implementation. Specific topics include: total compensation; strategic integration; performance management; and implementation tactics.

**MGT-413 BUSINESS POLICY (3 Credits)**

This is the School of Business capstone course and is taken during the student's senior year. Utilizing the case approach, the student will be required to apply concepts of management, accounting, marketing, economics, and finance to case analysis. The cases will cover a large number of companies engaged in widely diversified activities. Emphasis will be placed on policy formulation and top management decision-making.

**Restrictions:** RG.71+

**MGT-416 SOCIAL ROLES IN ORGANIZATIONS (3 Credits)**

This course will use the ethics and stakeholder management framework, emphasizing business's social and ethical responsibilities to both external and internal stakeholder groups. The ethics dimension is central to this course.

**Prerequisite(s):** Take MGT-301

**MGT-419 ORGANIZATION DEVELOPMENT (3 Credits)**

An examination of various theories, design, and practices related to developing work organizations as more effective entities. Topics discussed include organizational development models, stages of organizational growth and health, team building and conflict resolution.

**Prerequisite(s):** Take MGT-301

**MGT-425 SUPPLY CHAIN MANAGEMENT (3 Credits)**

This course provides a comprehensive overview of supply chain management, emphasizing the strategic, operational, and tactical aspects that drive modern supply networks. It covers essential principles, processes, and technologies for designing, managing, and optimizing supply chains in a globalized environment. Key topics include distribution networks, sourcing, supplier relationships, demand and order management, supply chain technologies, global supply chains, logistics and transportation, inventory and warehousing, performance measurement, strategic challenges in supply chain transformation, and statistical analysis of business uncertainties.

**Prerequisite(s):** TAKE MGT-306

**MGT-430 ENTREPRENEURSHIP PRACT. (3 Credits)**

Practice in actual small business problem situations. Student teams will consult small businesses in the field and prepare formal recommendations for management consideration.

**Prerequisite(s):** Take MGT-301 MGT-330 ACCT-201 ACCT-202

**MGT-431 ADV ENTREPRENEURSHIP PRACT. (3 Credits)**

Advanced practice in actual small business problem situations. In cooperation with the Small Business Administration, student teams will consult with a small business in the field and prepare formal recommendations for management consideration.

**Prerequisite(s):** Take MGT-430

**MGT-432 FAMILY BUSINESS MANAGEMENT (3 Credits)**

From the small businesses started in basements to the Ford Motor Company, most firms in the world are founded, financed and controlled by families. Most students are—or will be—working in a family-controlled enterprise. Most companies have suppliers, customers and advisors (accountants, attorneys, etc.) whose firms are family-controlled. Therefore to have a thorough understanding of the business world, students should study family enterprise. This course addresses the special issues of family-controlled firms including succession, finance, governance, strategy, family dynamics, culture, philanthropy and family offices. The course will involve guest lecturers, case studies, field and research assignments and presentations regarding family enterprise. In owning, advising or working with family businesses, one must be aware of three separate dynamics: the business, the family and ownership. Each presents special professional challenges and at times, they may seem to be at cross-purposes; this is particularly relevant when examining family vs. non-family controlled firms.

**MGT-446 INTN'L BUSINESS CHINA STUDIES (3 Credits)**

This course introduces the student to China, its culture, history, and prospects for the future, all with a business focus. The course entails travel to Shanghai, Xi'an, and Beijing. Briefings are conducted by senior management at several US and foreign businesses in China.

**MGT-499 INDEPENDENT STUDY (1-3 Credits)**

A well-defined course of study of specific topics in management sciences that go beyond the regular course offerings.

**MGT-499DGS IND ST:DEANS GLOBAL SCHOLARS (1 Credit)****MGT-499DT SP TOP:INTRO TO DESIGN THINKING (3 Credits)****MGT-499FG NONPROFITS FUNDRAISING & GRANT WRITING (1 Credit)****MGT-499FL FINANCIAL LITERACY PROGRAMMING (1-3 Credits)****MGT-499HS OVERVIEW OF THE US HEALTHCARE SYSTEM (3 Credits)****MGT-499LI SP TOP:LINKEDIN LEARNING ENGAGEMENT (3 Credits)****MGT-499M SP TOP: INTRO TO NON-PROFIT ORG. (3 Credits)****MGT-499ME SP TOP:MARINE ENERGY BUSINESS PLAN (3 Credits)****MGT-499OD SP TOP:LEADING ORGANIZATIONAL DEVELOPMENT (1-3 Credits)**

This special topics course is designed to provide the student with an opportunity to gain or enhance knowledge in the field of business and to explore an area of interest related to behavioral research and the methods used to explore and expand understanding of employees in the work force.

**MGT-499RB SP TOP: RESEARCH IN THE FIELD OF BUSINESS (1-3 Credits)****MGT-499RE SP TOP:RURAL ENTREPRENEURSHIP PROGRAMS (1-3 Credits)****MGT-499SB SP TOP: SMALL BUSINESS MGMT (3 Credits)****MGT-499X GLOBAL LEADERSHIP & ETHICAL DECISION MAKING (3 Credits)****MGT-499Y SPECIAL TOPIC: EVENT MANAGEMENT (3 Credits)****MGT-499Z SP TOP: INTRO TO BUSINESS CONSULTING (3 Credits)**

## Marketing (MKT)

**MKT-301 PRINCIPLES OF MARKETING (3 Credits)**

An in-depth analysis of marketing functions. Topics include consumer behavior, product planning, pricing, distribution and promotion.

**MKT-302 CONSUMER BEHAVIOR (3 Credits)**

Examination of theory and recent research concerning buyer decision processes. Interdisciplinary studies of individual, family and organizational purchases behavior are examined. Present and potential applications for marketing in the public and private sector are discussed.

**Prerequisite(s):** Take MKT-301

**MKT-303 SALES MANAGEMENT & PERSONAL SELLING (3 Credits)**

Management of the personal-selling function in both industrial and consumer goods firms. Topics include personal selling and marketing strategy; organizational of the sales force; recruiting; training, motivating, compensation and evaluating sales personnel; and controlling the sales effort.

**Prerequisite(s):** Take MKT-301

**MKT-304 FASHION MARKETING (3 Credits)**

This course is designed to provide students with conceptual skills in applying basic marketing and business principles specifically to the fashion industry. The course will cover multiple topics of interest to advance students' understanding of an increasingly globalized industry with an emphasis on branding, consumer relationship management, and current marketing issues within the industry.

**Prerequisite(s):** TAKE MKT-301

**MKT-305 CHANNELS OF DISTRIBUTION (3 Credits)**

An analysis of the institutional structure of the channel which creates and distributes product assortment to specific markets. Special emphases on decision making in channel design, communication, leadership, conflict and control.

**Prerequisite(s):** Take MKT-301

**MKT-306 INTEGRATED MARKETING COMMUNICATION (3 Credits)**

An effective integrated marketing communication strategy is one that has one overall message, but is delivered to consumers in parts, through different channels of communication. Each channel has its own unique advantages and disadvantages, which contribute to which channels deliver which parts of a message. Students in this course will gain knowledge about how integrated marketing communications strategies are developed and implemented. This includes the relationship between an integrated marketing communications strategy and other levels of an institution's strategy; the various roles that exist, from the marketing department to advertising agencies, and research related to development and effectiveness of an organization's integrated marketing communications strategy.

**Prerequisite(s):** Take MKT-301



**MKT-308 DIGITAL MARKETING (3 Credits)**

This course provides students with knowledge of how the principles of marketing are brought to digital channels. Search Engine Optimization provides students with the tools they need to manage a website's ranking on search engines and the power of search engine analytics. This is combined with techniques to apply other marketing topics to digital channels such as social media and mobile device marketing.

**Prerequisite(s):** Take MKT-301

**MKT-309 SPORTS MARKETING (3 Credits)**

This course exposes students to special considerations necessary when applying marketing theory and practice to the area of sports. Upon successful completion of the course, students are expected to develop a better understanding of sports as a marketable commodity and to appreciate the intricacies of sports marketing.

**Prerequisite(s):** Take MKT-301

**MKT-310 EVENT & SPONSORSHIP MARKETING (3 Credits)**

This course investigates two interrelated topics: Event Marketing and Sponsorship. The first half of the course focuses attention on event marketing including event planning, generating revenue and strategic partnerships. The second half of the course focuses on sponsorship including measuring sponsorship's effectiveness, selling sponsorships, and understanding the interrelationships between advertising, sponsorships and celebrity endorsers. In addition, "naturally occurring events" such as the Super Bowl and Olympics will provide case study material for discussion.

**Prerequisite(s):** Take MKT-301

**MKT-311 AMER. ADVERTISING FEDERATION (3 Credits)**

This course is built upon a competition (National Student Advertising Competition) that is sponsored by the American Advertising Federation. Each year, a corporate sponsor provides an assignment or case study outlining the history of its product and current advertising situation. The case study is always candid and reflects a real world situation. Students must research the product and its competition, identify potential problem areas and devise a completely integrated communications campaign for the client. Each student team then "pitches" its campaign to a panel of judges. Regional NSAC competitions are held each spring in 15 district throughout the U.S. The team in each district and one wild card team then advances to compete on the national level at the AAF National Conference in June. St. Bonaventure University participates in the competition.

**Prerequisite(s):** Take MKT-301

**MKT-340 MANAGING INNOVATION (3 Credits)**

**Prerequisite(s):** Take MKT-301

**MKT-402 MARKETING RESEARCH (3 Credits)**

An analytical approach to investigating consumer markets and collecting and analyzing relevant marketing information. Topics include problem definition, data collection methods, questionnaire design, editing and coding, statistical analysis and interpretation and presentation of results.

**Prerequisite(s):** Take MKT-301 QMX-212

**MKT-403 SOCIAL MEDIA & INFLUENCER MARKETING (3 Credits)**

This course is an application-based course that will train students on how social media marketing is utilized by organizations to build relationships with customers and bring value to the organization. While social media usage is wide-ranging between both consumers and organizations, the ability of an organization to successfully initiate cross platform/channel strategies has been inconsistent. As such, those with the skills to develop engaging social media strategies across platforms will help organizations achieve competitive advantages in the marketplace.

These strategies include profile optimization, content development, influencer marketing, advertising, consumer and employee advocacy, crises response initiatives, launch planning and execution, and strategy evaluation through social media analytics.

**Prerequisite(s):** TAKE MKT-301

**MKT-405 INTERNATIONAL MARKETING (3 Credits)**

An in-depth analysis of the concepts that involve the marketing operations of multinational markets, foreign corporation and the effect they have on international business.

**Prerequisite(s):** Take MKT-301

**MKT-406 BRAND IDENTITY & COMMUNICATION DESIGN (3 Credits)**

This course is an application-based course that will train students on how brands use design fundamentals to create a consistent and integrated identity. This helps create long-term brand equity and value for the company. The exploration of brand identity from a research-based perspective, encouraging the use of known parameters that impact brand recall and customer loyalty is something that will help corporations build strong brands and reduce reliance on unproven subjective preference-based decisions. This course trains students in graphic design software along with theory in the effect of aesthetic choices on marketing outcomes. Students will be creating new and redesigning existing brands and learning the basics of testing their decisions.

**Corequisite(s):** MKT-301 MKT-306

**MKT-407 QUANTITATIVE MARKETING MODELS (3 Credits)**

The application of management science techniques to marketing problems to assist the students in developing their capacity to understand, build and implement quantitative models.

**MKT-410 Contemp. Issues and Topics in Marketing (3 Credits)**

This course is the undergraduate marketing capstone. Each week a different topic that is important to contemporary marketing practices and theory will be covered. The course is seminar style, supported by a combination of case studies and applications of the contemporary topics by students to outside-world situations. Students will apply the knowledge they gained throughout the program to these topics and learn how they are interrelated within marketing as well as with other areas of an organization, including other business disciplines.

**Restrictions:** RG.86+

**MKT-499 SPECIAL TOPICS IN MARKETING (1-3 Credits)**

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

**Prerequisite(s):** Take MKT-301

**Restrictions:** RGC.119

**MKT-499FM SP TOP. FOOD MARKETING (3 Credits)**

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

**Prerequisite(s):** Take MKT-301

**MKT-499FS SP TOP:FOOD SYSTEMS (3 Credits)**

This course will examine major structural elements of the US food system and will seek to understand issues that can lead to food system failures including food insecurity, food waste, food deserts and food swamps. It will also examine innovation solutions that are emerging to address these challenges.

**Prerequisite(s):** Take MKT-301

**MKT-499J NEW PRODUCT DEVELOPMENT (3 Credits)**

**Prerequisite(s):** TAKE MKT-301

**MKT-499MA SP TOP:MARKETING ANALYTICS (3 Credits)**

**Prerequisite(s):** Take MKT-301 & QMX-212

**MKT-499N SOCIAL MEDIA MARKETING (3 Credits)**

This course is an application-based course that will train students on how social media marketing is utilized by organizations to build relationships with customers and bring value to the organization. While social media usage is wide-ranging between both consumers and organizations, the ability of an organization to successfully initiate cross platform/channel strategies has been inconsistent. As such, those with the skills to develop engaging social media strategies across platforms will help organizations achieve competitive advantages in the marketplace. These strategies include profile optimization, content development, influencer marketing, advertising, consumer and employee advocacy, crises response initiatives, launch planning and execution, and strategy evaluation through social media analytics.

**MKT-499NP NONPROFIT MARKETING (3 Credits)**

This course is an application-based course that will train students on how social media marketing is utilized by organizations to build relationships with customers and bring value to the organization. While social media usage is wide-ranging between both consumers and organizations, the ability of an organization to successfully initiate cross platform/channel strategies has been inconsistent. As such, those with the skills to develop engaging social media strategies across platforms will help organizations achieve competitive advantages in the marketplace. These strategies include profile optimization, content development, influencer marketing, advertising, consumer and employee advocacy, crises response initiatives, launch planning and execution, and strategy evaluation through social media analytics.

**MKT-499P SPECIAL TOPICS:ADVERTISING & DIGITAL DESIGN (3 Credits)**

"This course is an application-based course that will train students on how brands use design fundamentals to create a consistent and integrated identity. This helps create long term brand equity and value for the company. The exploration of brand identity from a research-based perspective, encouraging the use of known parameters that impact brand recall and customer loyalty is something that will help corporations build strong brands and reduce reliance on unproven subjective preference-based decisions. This course trains students in graphic design software along with theory in the effect of aesthetic choices on marketing outcomes. Students will be creating new and redesigning existing brands and learning the basics of testing their decisions."

**Corequisite(s):** MKT-301

**MKT-499Q FASHION MARKETING (3 Credits)**

This course explores the business of fashion as it relates to marketing.