Code # Enter text…

**New Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **[X]New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |
| --- | --- |
| Sharon James 3/14/2017 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Melodie Philhours 3/17/2017 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| John Seydel 3/27/2017 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| C. Shane Hunt 4/14/2017 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Dr. Michelle Li

[dli@astate.edu](mailto:dli@astate.edu)

870-972-3728

2. Proposed Starting Term and Bulletin Year

Spring 2018

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.)

MKTG 4313

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Business Modeling and Optimization

Short title: Bus Modeling and Optimization

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Introduction to the basic optimization methods in solving a variety of business problems, including linear programming, integer programming, network models, stochastic programming, and multicriteria optimization methods. Emphasis on the use of computer software in performing business optimization analysis.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. Are there any prerequisites? Yes
   1. If yes, which ones?

Prerequisite: CIT 3523 Operations Management.

* 1. Why or why not?

Enter text...

1. Is this course restricted to a specific major? No
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Spring

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture and lab

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

1. If yes, please list the prefix and course number of cross listed course.

Enter text...

1. Are these courses offered for equivalent credit? Yes / No

Please explain. Enter text...

12. Is this course in support of a new program? No

a. If yes, what program?

Enter text...

13. Does this course replace a course being deleted? No

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? No

a. If yes, which course?

Enter text...

15. Has it been confirmed that this course number is available for use? Yes

*If no: Contact Registrar’s Office for assistance.*

16. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1

Introduction to Business Modeling and Linear Programming

Week 2

Linear Programming and Applications – 1

Week 3

Linear Programming and Applications – 2

Week 4

Excel Solver, AMPL, and Case Study

Week 5

Multicriteria Decision Making, Applications, and Case Study

Week 6

Goal Programming, Applications, and Case Study

Week 7

Review Session and Exam I

Week 8

Integer Programming, Applications, and Case Study – 1

Week 9

Integer Programming, Applications, and Case Study – 2

Week 10

Network Optimization, Applications, and Case Study

Week 11

Nonlinear Programming, Applications, and Case Study

Week 12

Term Project Presentation Session

Week 13

Stochastic Programming, Applications, and Case Study

Week 14

Review Session for Exam II

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Classes held in a computer lab

19. Department staffing and classroom/lab resources

Classes held in a computer lab

1. Will this require additional faculty, supplies, etc.?

No

20. Does this course require course fees? No

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course is offered in support of the marketing major and the Global Supply Chain Management major. Marketing and Global Supply Chain Management are increasingly technical fields and to ready students to be competitive, research-driven, analytical, digital and tech skills are imperative. In consultation with practicing marketing and supply chain management professionals, skill gaps were recognized in analytical, digital, and tech skills. To fill this gap in the current curriculum, this course is being created as MKTG 4313 in Spring 2018.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The mission of the College of Business is to provide high quality management education to include fostering analytical thinking and problem solving. The mission of the Department of Marketing and Management includes preparing students to create and implement marketing and supply chain strategies within a wide variety of industries. This course addresses and enhances the following core learning goals for all B.S. degrees in the College of Business:

* Students will communicate effectively and professionally in writing.
* Students will demonstrate effective and professional oral communication.
* Students will use critical thinking skills to make decisions.
* Students will use technology appropriately to communicate, calculate, and present concepts and data.
* Students will demonstrate business knowledge.

In addition, this course supports and enhances the following learning goals for the Marketing program:

* Students will demonstrate depth in marketing knowledge.
* Students will demonstrate analytical and research‐driven skills.
* Students will collaborate cross‐functionally.

This course also addresses and enhances the following learning goals for the Global Supply Chain Management Program:

* Students will demonstrate skills in solving SCM problems through research and data analysis.
* Students will show that they can effectively use multiple types of information technology.
* Students will demonstrate the ability to collaborate effectively.

All of the goals are necessary to create and implement modern marketing and supply chain management strategies. Additionally, AACSB accreditation emphasizes ‘current expertise’ as important within the business curriculum.

c. Student population served.

This course will be an elective for Marketing majors with Logistics emphasis and Marketing majors with Marketing Management emphasis, and a requirement for Global Supply Chain Management majors.

d. Rationale for the level of the course (lower, upper, or graduate).

Upper level undergraduate course

**Assessment**

**University Outcomes**

22. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

|  |  |  |
| --- | --- | --- |
| * 1. **[ ]** Global Awareness | * 1. **[X]** Thinking Critically | * 1. **[X]** Information Literacy |

**Relationship with Current Program-Level Assessment Process**

23. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course will be an elective for Marketing majors with Logistics emphasis and Marketing majors with Marketing Management emphasis, and a requirement for Global Supply Chain Management majors.

This course supports and enhances the following learning goals for the Marketing program:

* Students will demonstrate depth in marketing knowledge.
* Students will demonstrate analytical and research‐driven skills.
* Students will collaborate cross‐functionally.

This course also addresses and enhances the following learning goals for the Global Supply Chain Management Program:

* Students will demonstrate skills in solving SCM problems through research and data analysis.
* Students will show that they can effectively use multiple types of information technology.
* Students will demonstrate the ability to collaborate effectively.

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #23)** | Depth in marketing knowledge |
| Assessment Measure | ETS – Major Field Test of Business – marketing subscores for marketing majors |
| Assessment  Timetable | Spring 2017 and every two years going forward in MGMT 4813 Strategic Management (capstone business course) |
| Who is responsible for assessing and reporting on the results? | Dr. Melodie Philhours and the faculty Business Knowledge Goal Assessment Team |

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| **Program-Level Outcome 2 (from question #23)** | Analytical and research‐driven skills |
| Assessment Measure | Individual projects in MKTG 3023 Applied Research |
| Assessment  Timetable | Data collected each term course is offered; reported every two years Spring 2016 going forward. |
| Who is responsible for assessing and reporting on the results? | Individual projects in MKTG 3023 Applied Research will be evaluated by Dr. Nonis, professor for this course. Results will be evaluated using Dr. Nonis’ grading scale. B or better will be considered acceptable for marketing majors. Other CoB majors are required to take this course. All students will be evaluated and marketing majors will be selected for specific data collection. |
| **Program-Level Outcome 3 (from question #23)** | Collaborate cross‐functionally |
| Assessment Measure | Peer-evaluations in group projects in MKTG 4083 Marketing Research will be evaluated. Students rated 90% and above by all of the team members will be considered acceptable. A rating of below 70% by any team member will be considered unacceptable. Ratings between these parameters will be evaluated and individual determinations will be made. |
| Assessment  Timetable | Spring 2017 and every two years going forward. |
| Who is responsible for assessing and reporting on the results? | Instructor of MKTG 4083 Marketing Research and Marketing Faculty |

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| **Program-Level Outcome 4 (from question #23)** | Demonstrate skills in solving SCM problems through research and data analysis |
| Assessment Measure | Embedded assignments, case analyses, and exam questions in GSCM 4103, 4123, 4133 will be evaluated for problem solving, research, and data analysis skills. Performance at “meets expectations” level for GSCM majors according to rubric will be acceptable. |
| Assessment  Timetable | Spring 2018 and every two years going forward. |
| Who is responsible for assessing and reporting on the results? | Drs. Mello & Li and Marketing Faculty |

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| **Program-Level Outcome 5 (from question #23)** | Effectively use multiple types of information technology |
| Assessment Measure | Embedded assignments and case analyses in GSCM 4103, 4123, 4133 will be evaluated for information technology skills. Performance at “meets expectations” level for GSCM majors according to rubric will be acceptable. |
| Assessment  Timetable | Spring 2019 and every two years going forward. |
| Who is responsible for assessing and reporting on the results? | Drs. Mello & Li and Marketing Faculty |

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| **Program-Level Outcome 6 (from question #23)** | Demonstrate the ability to collaborate effectively |
| Assessment Measure | Peer evaluation of group projects in in GSCM 4103, 4123, 4133. Student performance rated 90% or greater by peers will be considered acceptable. |
| Assessment  Timetable | Spring 2020 and every two years going forward |
| Who is responsible for assessing and reporting on the results? | Drs. Mello & Li and Marketing Faculty |

**Course-Level Outcomes**

25. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| --- | --- |
| **Outcome 1** | Synthesize available data into business problem-solving |
| Which learning activities are responsible for this outcome? | Lecture, labs, class activities for case studies using Excel and AMPL optimization tools, and assignments. |
| Assessment Measure | Class participation, 11 assignments, 2 exams, and report and presentation for the term project. Specifically, the final grade in MKTG 4313 Business Modeling and Optimization will be evaluated using instructor grading scale. B or better will be considered acceptable for marketing majors and GSCM majors. Marketing majors and GSCM majors will be selected for specific data collection as the course is open to other majors as well. |

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| **Outcome 2** | Structure, analyze, and model business optimization problems. |
| Which learning activities are responsible for this outcome? | Lecture, labs, class activities for case studies using Excel and AMPL optimization tools, and assignments. |
| Assessment Measure | Class participation, 11 assignments, 2 exams, and report and presentation for the term project. Specifically, the final grade in MKTG 4313 Business Modeling and Optimization will be evaluated using instructor grading scale. B or better will be considered acceptable for marketing majors and GSCM majors. Marketing majors and GSCM majors will be selected for specific data collection as the course is open to other majors as well. |

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| **Outcome 3** | Solve a variety of business optimization problems using Microsoft Excel and AMPL. |
| Which learning activities are responsible for this outcome? | Lecture, labs, class activities for case studies using Excel and AMPL optimization tools, and assignments. |
| Assessment Measure | Class participation, 11 assignments, 2 exams, and report and presentation for the term project. Specifically, the final grade in MKTG 4313 Business Modeling and Optimization will be evaluated using instructor grading scale. B or better will be considered acceptable for marketing majors and GSCM majors. Marketing majors and GSCM majors will be selected for specific data collection as the course is open to other majors as well. |

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| **Outcome 4** | Evaluate the solutions and aid in business decisions. |
| Which learning activities are responsible for this outcome? | Lecture, labs, class activities for case studies using Excel and AMPL optimization tools, and assignments. |
| Assessment Measure | Class participation, 11 assignments, 2 exams, and report and presentation for the term project. Specifically, the final grade in MKTG 4313 Business Modeling and Optimization will be evaluated using instructor grading scale. B or better will be considered acceptable for marketing majors and GSCM majors. Marketing majors and GSCM majors will be selected for specific data collection as the course is open to other majors as well. |

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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**MKTG 4283. Marketing Internship** Provides practical marketing experience in merchandising or transportation. Senior students will be assigned to work with regional firms, supervised by an experienced professional to gain real world training. Special course fees may apply. Prerequisites, MKTG 3013 and consent of instructor. Fall, Spring, Summer.

**MKTG 431V. Health Care Marketing** The course explores a variety of environmental factors which affect the delivery of health services at all levels and discusses marketing approaches and techniques to best meet the needs of the community served. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

***MKTG 4313. Business Modeling and Optimization*** *Introduction to the basic optimization methods in solving a variety of business problems, including linear programming, integer programming, network models, stochastic programming, and multicriteria optimization methods. Emphasis on the use of computer software in performing business optimization analysis. Prerequisite, CIT 3523. Spring.*

**MKTG 4323. Advanced Sales** Team selling skills, industry standard strategic selling processes, customer relationship management strategies and systems. Prerequisite, MKTG 3093. Corequisite, MKTG 3193. Spring, Summer.

**MKTG 4343. Sports Marketing** The application of marketing principles and activities such as research, segmentation, product development, pricing, event marketing, sponsorship, consumer behavior, licensing, branding, advertising, and sales promotion tactics will be analyzed in the context of effective sports marketing. Special course fees may apply. Prerequisite, MKTG 3013. Summer.

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**Major in Marketing**

Bachelor of Science

Emphasis in Marketing Management

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>.

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For College of Business requirements, see p. 132)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:** *MATH 2143, Business Calculus with a “C” or better. ANTH 2233, Introduction to Cultural Anthropology* ***OR***  *SOC 2213, Introduction to Sociology ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MKTG 3023, Applied Research | 3 |
| MKTG 3163, Supply Chain Management | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (Marketing Management):** | **Sem. Hrs.** |
| MKTG 4113, International Marketing | 3 |
| **Select two of the following (at least one must be in MKTG):**  ACCT 3053, Cost Accounting with a Managerial Emphasis BCOM 3573, Managerial Communication  CIT 4453, Global E-Commerce ECON 4343, Managerial Economics MGMT 3183, Entrepreneurship  MKTG 3033, Advertising and Promotion MKTG 3043, Retailing  MKTG 3063, Transportation MKTG 3093, Professional Selling  MKTG 3173, Category Management  MKTG 3193, Sales Planning and Management MKTG 4023, Services Marketing  MKTG 4073, Social Media Marketing  MKTG 4103, Concepts of Business Logistics MKTG 4123, Organizational Purchasing  MKTG 4133, International Logistics and Outsourcing MKTG 4143, Advanced Category Management MKTG 4213, Marketing Analytics  MKTG 4283, Marketing Internship MKTG 4323, Advanced Sales MKTG 4343, Sports Marketing  ***MKTG 4313, Business Modeling and Optimization***  MKTG 4393, Social and Nonprofit Marketing | 6 |
| **Sub-total** | **9** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | **19** |
| **Total Required Hours:** | **120** |

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**Major in Marketing**

Bachelor of Science

Emphasis in Logistics

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For College of Business requirements, see p. 132)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:** *MATH 2143, Business Calculus with a “C” or better. ANTH 2233, Introduction to Cultural Anthropology* ***OR***  *SOC 2213, Introduction to Sociology ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MKTG 3023, Applied Research | 3 |
| MKTG 3163, Supply Chain Management | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (Logistics):** | **Sem. Hrs.** |
| MKTG 3063, Transportation | 3 |
| MKTG 4103, Concepts of Business Logistics | 3 |
| MKTG 4133, International Logistics and Outsourcing | 3 |
| **Select one of the following:**  ACCT 3053, Cost Accounting with a Managerial Emphasis BCOM 3573, Managerial Communication  ECON 4333, Government Regulation of Business ECON 4343, Managerial Economics  MGMT 4123, International Management MKTG 3043, Retailing  MKTG 3093, Professional Selling  MKTG 4123, Organizational Purchasing  MKTG 4273, Supply Chain Management Internship  ***MKTG 4313, Business Modeling and Optimization*** | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **16** |
| **Total Required Hours:** | **120** |

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Major in Global Supply Chain Management

Bachelor of Science

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For College of Business requirements, see p. 132)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84)  **Students with this major must take the following:** *MATH 2143, Business Calculus with a “C” or better. ANTH 2233, Introduction to Cultural Anthropology* ***OR***  *SOC 2213, Introduction to Sociology*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| ~~ECON/IB 4143, Export Policy & Procedures~~  ***MKTG 4313, Business Modeling and Optimization*** | 3 |
| MKTG 3023, Applied Research | 3 |
| MKTG 3063, Transportation | 3 |
| MKTG 3163, Supply Chain Management | 3 |
| MKTG 4103, Concepts of Business Logistics | 3 |
| MKTG 4123, Organizational Purchasing | 3 |
| MKTG 4133, International Logistics | 3 |
| **Select one of the following:**  ACCT 3053, Cost Accounting with a Managerial Emphasis CIT 4453, Global E Commerce  CIT 4853, IT Project Management ECON 4103, International Trade  MGMT 4123, International Management MKTG 4113, International Marketing | 3 |
| **Sub-total** | **24** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | **19** |
| **Total Required Hours:** | **120** |