|  |  |
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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

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

|  |  |
| --- | --- |
| Melodie Philhours 10/23/2020 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Sharon D. James 10/23/2020 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Melodie Philhours 10/28/2020  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Melody Lo 10/28/2020 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Dr. Sharon James, Department Chair, Management and Marketing, Neil Griffin College of Business; sjames@astate.edu, 870-972-3430

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Spring 2021

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **MKTG** | **n/A** |
| **Number\*** | **3023** | **N/A** |
| **Title** | **Applied Research** | **Business Research Tools** |
| **Description\*\*** | Systematic gathering, organizing, and analyzing data to provide managers with information they need to make better decisions. Emphasis is placed on the use of secondary data. Report writing and presentation are stressed. Special course fees may apply. Prerequisites, ECON 2113 and BCOM 2563. Fall, Spring, Irregular. | Statistical analysis and critical thinking to improve business strategies and decisions. |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No] YES**

(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. **Yes / No** Are there any prerequisites? YES
   1. If yes, which ones?

ECON 2113 or STAT 3233 and BCOM 2563

* 1. Why or why not?

Pre-requisites are business core course for all business majors and must be taken prior to upper level classes. The business core requires either ECON 2113 OR STAT 3233. This will allow the system to recognize either prerequisite.

1. **Yes / No** Is this course restricted to a specific major? NO
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No] YES**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Fall, Spring

1. **Proposed course type [Modification requested? Yes/No] NO**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Enter text...

1. **Proposed grade type [Modification requested? Yes/No] NO**

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

Enter text...

1. **Yes / No** Is this course dual-listed (undergraduate/graduate)? NO
2. **Yes / No** Is this course cross-listed? NO

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. **Yes / No** Is this course in support of a new program? NO

a. If yes, what program?

Enter text...

1. **Yes / No** Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)? NO

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No] NO**

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

Enter text...

1. **Proposed special features** **[Modification requested? Yes/No] NO**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**

Enter text...

1. Will this require additional faculty, supplies, etc.? NO

Enter text...

1. **Yes / No** Does this course require course fees?

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

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Updated course title and description aligns with industry and higher education standards. Prerequisite change to reflect current NGCOB Core Curriculum that includes the option of ECON 2113 or STAT 3233.

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

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

Enter text...

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

Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan? NO

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. 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?

Enter text...

1. Considering the indicated program-level learning outcome/s (from question #19), 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.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

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

|  |  |
| --- | --- |
| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

|  |
| --- |
| **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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

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|  |  |
| --- | --- |
| **Major in Global Supply Chain Management** | |
| Bachelor of Science | |
| A complete 8 semester degree plan is available at https://www.astate.edu/info/academics/degrees/ | |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **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. 78)  **Students with this major must take the following:**  *A “C” or better in MATH 2143, Business Calculus OR MATH 2194, Survey of Calculus OR MATH 2204, Calculus I  ECON 2313, Principles of Macroeconomics COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| See Beginning of Business Section | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| GSCM 3063, Transportation | 3 |
| GSCM 3163, Supply Chain Management | 3 |
| MKTG 3023, Applied Research | 3 |
| MKTG 4313, Prescriptive Analytics | 3 |
| GSCM 4103, Concepts of Business Logistics | 3 |
| GSCM 4123, Organizational Purchasing | 3 |
| GSCM 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** |

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|  |  |
| --- | --- |
| **Major in Management** | |
| Bachelor of Science | |
| A complete 8 semester degree plan is available at https://www.astate.edu/info/academics/degrees/ | |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **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. 78)  **Students with this major must take the following:**  *A “C” or better in MATH 2143, Business Calculus OR MATH 2194, Survey of Calculus OR MATH 2204, Calculus I  ECON 2313, Principles of Macroeconomics COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 3023, Applied Research | 3 |
| **Sub-total** | **9** |
| **Emphasis Area (General Management)** | **Sem. Hrs.** |
| MGMT 3153, Organizational Behavior | 3 |
| MGMT 3613, Leadership | 3 |
| MGMT 4163, Small Business Management | 3 |
| **Select two of the following: ACCT 3053, Cost Accounting with a Managerial Emphasis BCOM 3573, Managerial Communication MGMT 3163, Labor Relations and Collective Bargaining OR MGMT 4173, Compensation Management MGMT 3183, Entrepreneurship MGMT 3193, Social Impact Management MGMT 4143, Organizational Change and Development MGMT 4183, Family Business Management MGMT 419V, Management Internship MGMT 4393, Management of Service Operations OR MKTG 4023, Services Marketing** | 6 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | 19 |
| **Total Required Hours:** | **120** |

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|  |  |
| --- | --- |
| **Major in Management** | |
| Bachelor of Science | |
| Emphasis in Hospitality Management | |
| A complete 8 semester degree plan is available at https://www.astate.edu/info/academics/degrees/ | |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **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. 78)  **Students with this major must take the following:**  *A “C” or better in MATH 2143, Business Calculus OR MATH 2194, Survey of Calculus OR MATH 2204, Calculus I  ECON 2313, Principles of Macroeconomics COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 3023, Applied Research | 3 |
| **Sub-total** | **9** |
| **Emphasis Area (General Management)** | **Sem. Hrs.** |
| ACCT 3063, Hospitality Accounting | 3 |
| LAW 4063, Hospitality Law | 3 |
| MKTG 3033, Advertising & Promotion | 3 |
| MKTG 4023, Services Marketing | 3 |
| **MGMT 419V, Management Internship OR MKTG 428V, Marketing Internship** | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | 19 |
| **Total Required Hours:** | **120** |

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|  |  |
| --- | --- |
| **Major in Management** | |
| Bachelor of Science | |
| Emphasis in Human Resource Management | |
| A complete 8 semester degree plan is available at https://www.astate.edu/info/academics/degrees/ | |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **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. 78)  **Students with this major must take the following:**  *A “C” or better in MATH 2143, Business Calculus OR MATH 2194, Survey of Calculus OR MATH 2204, Calculus I  ECON 2313, Principles of Macroeconomics COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 3023, Applied Research | 3 |
| **Sub-total** | **9** |
| **Emphasis Area (General Management)** | **Sem. Hrs.** |
| LAW 4053, Employment Law | 3 |
| MGMT 3163, Labor Relations and Collective Bargaining | 3 |
| MGMT 4173, Compensation Management | 3 |
| **Select two of the following: BCOM 3573, Managerial Communication MGMT 3173, Special Topics in Human Resources MGMT 3193, Social Impact Management MGMT 4143, Organizational Change and Development MGMT 419V, Management Internship** | 6 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | 16 |
| **Total Required Hours:** | **120** |

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|  |  |
| --- | --- |
| **Major in Management** | |
| Bachelor of Science | |
| Emphasis in International Business | |
| A complete 8 semester degree plan is available at https://www.astate.edu/info/academics/degrees/ | |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **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. 78)  **Students with this major must take the following:**  *A “C” or better in MATH 2143, Business Calculus OR MATH 2194, Survey of Calculus OR MATH 2204, Calculus I  ECON 2313, Principles of Macroeconomics COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 3153, Organizational Behavior | 3 |
| MGMT 3613, Leadership | 3 |
| MGMT 4163, Small Business Management | 3 |
| MKTG 3023, Applied Research | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (International Business):** | **Sem. Hrs.** |
| ECON/IB 4143, Export Policies & Procedures | 3 |
| FIN 3813, International Financial Management and Banking | 3 |
| GSCM 4133, International Logistics and Outsourcing | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 4113, International Marketing | 3 |
| **Select one of the following: CIT 4453, Global E-Commerce ECON 4103, International Trade ECON 4363, Global Environmental Policies IB 3013, Global Experience IB 4133, International Law IB 4283, Internship in International Business MGMT 3193, Social Impact Management** | 3 |
| **Sub-total** | **18** |
| **Electives:** | **Sem. Hrs.** |
| Electives | 10 |
| **Total Required Hours:** | **120** |

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MKTG 3013. Marketing Business activities performed which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish company objectives. Special course fees may apply. Fall, Spring, Summer.

MKTG 3023. Applied Research Systematic gathering, organizing, and analyzing data to provide managers with information they need to make better decisions. Emphasis is placed on the use of secondary data. Report writing and presentation are stressed. Special course fees may apply. Prerequisites, ECON 2113 and BCOM 2563. Fall, Spring, Irregular.

MKTG 3033. Advertising and Promotion The study of advertising and other communication methods including social media designed to create desired outcomes with target audiences. Special course fees may apply. Prerequisite, MKTG 3013. Irregular.

MKTG 3043. Retailing Evaluation of the many elements in the dynamic retail field and a discussion of the responses of retailing institutions, including management policies and operating methods. Special course fees may apply. Prerequisite, MKTG 3013. Irregular.

MKTG 3093. Professional Selling Introduction to the personal selling process, the functions of sales management, and current issues, legal and ethical issues, and the impact of technology as the topics relate to selling, the sales force, and sales management. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring.

MKTG 3173. Category Management Category management concepts of the business retail model including identifying target consumers and markets, developing and implementing merchandising plans, interacting with the supply chain, and evaluating financial implications of decisions made at the corporate, distribution and store level. Fall.

MKTG 3193. Sales Planning and Management A study of methods and procedures involved in planning, managing and executing sales goals and understanding the procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force using case and experiential learning methods. Prerequisite, MKTG 3093. Spring, Summer.

MKTG 4023. Services Marketing Application of marketing to service industries, with emphasis on the unique nature of services marketing when developing marketing strategies. Special course fees may apply. Prerequisite MKTG 3013.

MKTG 4043. Consumer Behavior Evaluation of the extensive body of research evidence pertaining to the consumer, and an assessment of the marketing implications of the various processes and facets of consumer motivation. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Irregular.

MKTG 4073. Social Media Marketing Examination and application of concepts of brand relationships using social media including consumer-to-consumer-to-brand communication. Current social media tools will be used in experiential learning designed to execute strategic marketing plans for business, government, and nonprofit entities. Prerequisite, MKTG 3013. Spring.

MKTG 4083. Marketing Research Design and Analysis Processes involved in gathering, recording, and analyzing all facts about problems relating to the transfer and sale of goods and services from producer to consumer. Special course fees may apply. Prerequisites, MKTG 3013 and MKTG 3023. Fall, Spring.

MKTG 4113. International Marketing Exporting and importing products, as well as the management of international operations. These include all phases of business activity related to operating marketing and sales facilities abroad, establishing production or assembly facilities in foreign areas, and creating licensing arrangements. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Irregular.

MKTG 4143. Advanced Category Management Students apply the skills and knowledge acquired in Category Management to learn advanced category management processes, use the information systems and data resources available and develop sales presentations that effectively communicate solutions for businesses in different industries. Prerequisite, MKTG 3173. Spring.

The bulletin can be accessed at <https://www.astate.edu/a/registrar/students/bulletins/>

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|  |  |
| --- | --- |
| **Major in Global Supply Chain Management** | |
| Bachelor of Science | |
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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
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| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| See Beginning of Business Section | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| GSCM 3063, Transportation | 3 |
| GSCM 3163, Supply Chain Management | 3 |
| MKTG 3023, Business Research Tools | 3 |
| MKTG 4313, Prescriptive Analytics | 3 |
| GSCM 4103, Concepts of Business Logistics | 3 |
| GSCM 4123, Organizational Purchasing | 3 |
| GSCM 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** |

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|  |  |
| --- | --- |
| **Major in Management** | |
| Bachelor of Science | |
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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
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| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 3023, Business Research Tools | 3 |
| **Sub-total** | **9** |
| **Emphasis Area (General Management)** | **Sem. Hrs.** |
| MGMT 3153, Organizational Behavior | 3 |
| MGMT 3613, Leadership | 3 |
| MGMT 4163, Small Business Management | 3 |
| **Select two of the following: ACCT 3053, Cost Accounting with a Managerial Emphasis BCOM 3573, Managerial Communication MGMT 3163, Labor Relations and Collective Bargaining OR MGMT 4173, Compensation Management MGMT 3183, Entrepreneurship MGMT 3193, Social Impact Management MGMT 4143, Organizational Change and Development MGMT 4183, Family Business Management MGMT 419V, Management Internship MGMT 4393, Management of Service Operations OR MKTG 4023, Services Marketing** | 6 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | 19 |
| **Total Required Hours:** | **120** |

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|  |  |
| --- | --- |
| **Major in Management** | |
| Bachelor of Science | |
| Emphasis in Hospitality Management | |
| A complete 8 semester degree plan is available at https://www.astate.edu/info/academics/degrees/ | |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003 , First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
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| (See Beginning of Business Section) | **39** |
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| MGMT 4123, International Management | 3 |
| MKTG 3023, Business Research Tools | 3 |
| **Sub-total** | **9** |
| **Emphasis Area (General Management)** | **Sem. Hrs.** |
| ACCT 3063, Hospitality Accounting | 3 |
| LAW 4063, Hospitality Law | 3 |
| MKTG 3033, Advertising & Promotion | 3 |
| MKTG 4023, Services Marketing | 3 |
| **MGMT 419V, Management Internship OR MKTG 428V, Marketing Internship** | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | 19 |
| **Total Required Hours:** | **120** |

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|  |  |
| --- | --- |
| **Major in Management** | |
| Bachelor of Science | |
| Emphasis in Human Resource Management | |
| A complete 8 semester degree plan is available at https://www.astate.edu/info/academics/degrees/ | |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **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. 78)  **Students with this major must take the following:**  *A “C” or better in MATH 2143, Business Calculus OR MATH 2194, Survey of Calculus OR MATH 2204, Calculus I  ECON 2313, Principles of Macroeconomics COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 3023, Business Research Tools | 3 |
| **Sub-total** | **9** |
| **Emphasis Area (General Management)** | **Sem. Hrs.** |
| LAW 4053, Employment Law | 3 |
| MGMT 3163, Labor Relations and Collective Bargaining | 3 |
| MGMT 4173, Compensation Management | 3 |
| **Select two of the following: BCOM 3573, Managerial Communication MGMT 3173, Special Topics in Human Resources MGMT 3193, Social Impact Management MGMT 4143, Organizational Change and Development MGMT 419V, Management Internship** | 6 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | 16 |
| **Total Required Hours:** | **120** |

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| --- | --- |
| **Major in Management** | |
| Bachelor of Science | |
| Emphasis in International Business | |
| A complete 8 semester degree plan is available at https://www.astate.edu/info/academics/degrees/ | |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) (For Neil Griffin College of Business requirements, see p. 125) |  |
| **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. 78)  **Students with this major must take the following:**  *A “C” or better in MATH 2143, Business Calculus OR MATH 2194, Survey of Calculus OR MATH 2204, Calculus I  ECON 2313, Principles of Macroeconomics COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 3153, Organizational Behavior | 3 |
| MGMT 3613, Leadership | 3 |
| MGMT 4163, Small Business Management | 3 |
| MKTG 3023, Business Research Tools | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (International Business):** | **Sem. Hrs.** |
| ECON/IB 4143, Export Policies & Procedures | 3 |
| FIN 3813, International Financial Management and Banking | 3 |
| GSCM 4133, International Logistics and Outsourcing | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 4113, International Marketing | 3 |
| **Select one of the following: CIT 4453, Global E-Commerce ECON 4103, International Trade ECON 4363, Global Environmental Policies IB 3013, Global Experience IB 4133, International Law IB 4283, Internship in International Business MGMT 3193, Social Impact Management** | 3 |
| **Sub-total** | **18** |
| **Electives:** | **Sem. Hrs.** |
| Electives | 10 |
| **Total Required Hours:** | **120** |

After: P. 515

MKTG 3013. Marketing Business activities performed which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish company objectives. Special course fees may apply. Fall, Spring, Summer.

MKTG 3023. Business Research Tools Statistical analysis and critical thinking to improve business strategies and decisions. Special course fees may apply. Prerequisites, ECON 2113 or STAT 3233 and BCOM 2563. Fall, Spring.

MKTG 3033. Advertising and Promotion The study of advertising and other communication methods including social media designed to create desired outcomes with target audiences. Special course fees may apply. Prerequisite, MKTG 3013. Irregular.

MKTG 3043. Retailing Evaluation of the many elements in the dynamic retail field and a discussion of the responses of retailing institutions, including management policies and operating methods. Special course fees may apply. Prerequisite, MKTG 3013. Irregular.

MKTG 3093. Professional Selling Introduction to the personal selling process, the functions of sales management, and current issues, legal and ethical issues, and the impact of technology as the topics relate to selling, the sales force, and sales management. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring.

MKTG 3173. Category Management Category management concepts of the business retail model including identifying target consumers and markets, developing and implementing merchandising plans, interacting with the supply chain, and evaluating financial implications of decisions made at the corporate, distribution and store level. Fall.

MKTG 3193. Sales Planning and Management A study of methods and procedures involved in planning, managing and executing sales goals and understanding the procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force using case and experiential learning methods. Prerequisite, MKTG 3093. Spring, Summer.

MKTG 4023. Services Marketing Application of marketing to service industries, with emphasis on the unique nature of services marketing when developing marketing strategies. Special course fees may apply. Prerequisite MKTG 3013.

MKTG 4043. Consumer Behavior Evaluation of the extensive body of research evidence pertaining to the consumer, and an assessment of the marketing implications of the various processes and facets of consumer motivation. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Irregular.

MKTG 4073. Social Media Marketing Examination and application of concepts of brand relationships using social media including consumer-to-consumer-to-brand communication. Current social media tools will be used in experiential learning designed to execute strategic marketing plans for business, government, and nonprofit entities. Prerequisite, MKTG 3013. Spring.

MKTG 4083. Marketing Research Design and Analysis Processes involved in gathering, recording, and analyzing all facts about problems relating to the transfer and sale of goods and services from producer to consumer. Special course fees may apply. Prerequisites, MKTG 3013 and MKTG 3023. Fall, Spring.

MKTG 4113. International Marketing Exporting and importing products, as well as the management of international operations. These include all phases of business activity related to operating marketing and sales facilities abroad, establishing production or assembly facilities in foreign areas, and creating licensing arrangements. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Irregular.

MKTG 4143. Advanced Category Management Students apply the skills and knowledge acquired in Category Management to learn advanced category management processes, use the information systems and data resources available and develop sales presentations that effectively communicate solutions for businesses in different industries. Prerequisite, MKTG 3173. Spring.

The bulletin can be accessed at <https://www.astate.edu/a/registrar/students/bulletins/>

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