

DEPARTMENT OF MARKETING AND FINANCE

The major purpose of the Department of Marketing and Finance is to provide students with educational opportunities and experiences, which could lead to a leadership career in the fields of Marketing or Finance.

The specific objectives of the Department of Marketing and Finance are to provide courses of study, opportunities and experiences intended to assist students in the following ways:

1. To prepare students to enter a career in Marketing or Finance.
2. To prepare students to pursue graduate studies in either Marketing or Finance.
3. To provide students with an opportunity to acquire a generalized knowledge of the American business environment.

The Department also provides courses for students majoring in other disciplines.

EDUCATIONAL OBJECTIVES

BACHELOR OF SCIENCE IN FINANCE

The overall educational objective of the undergraduate program in Finance is to provide students with the knowledge foundation and skills necessary to pursuing successful careers in industry or graduate studies in finance.

- Students will develop the theoretical and applications skills necessary to be competent financial analysts and decision-makers.
- Students will develop proficiency in verbal and written communication skills.
- Students will develop critical thinking skills.
- Students will develop technology skills necessary to the presentation and analysis of financial data.
- Students will acquire an awareness and appreciation of ethical issues inherent in finance.
- Students will develop an understanding of the international dimensions of finance and how to incorporate these into financial analysis.
- The program will attract and retain students primarily from Southeast Louisiana who have a high potential for success.
- Students will find career-oriented employment in business and government primarily in Southeast Louisiana.

MAJOR IN FINANCE

The major in Finance is heavily based in the various functional areas of business and requires twenty-seven semester hours in Finance.

HONORS DIPLOMA IN THE DISCIPLINE

The department also offers an upper-division honors curriculum allowing its students to earn an honors diploma in the major at graduation. For information about requirements and honors courses in this department, please contact the Department Head.

MINOR IN FINANCE

Students from other departments of the University may minor in Finance. The minor in Finance consists of Finance 381, 401, 451 and nine hours of 300+ Finance electives. Students minoring in Finance must obtain the approval of the Department Head.

CURRICULUM IN FINANCE

LEADING TO THE DEGREE OF BACHELOR OF SCIENCE

FIRST SEMESTER	S.H.	FIRST YEAR	S.H.
Biological Science	3	SECOND SEMESTER	3
English 101	3	Physical Science	3
Mathematics 161	3	English 102	3
Vis Arts, Mus, Dance or Thea Elect	3	Mathematics 163	3
History Elective	3	Communications 211	3
Orientation 101	1	Business Elective (100+)	3
	15-16		15
		SECOND YEAR	
Accounting 200	3	†Accounting 225	3
Economics 201	3	Economics 202	3
Business Technology 210	3	Management 261	3
Management 231	3	English 230, 231, or 232	3
Second Natural Science Sequence	3	Business Technology 234	3
	15		15
		THIRD YEAR	
Marketing 303	3	†Finance 382	3
Non-Business Elective	3	†Economics 333	3
Management 351	3	Management 290	3
†Finance 381	3	†Finance Elective (300+)	3
Non-Business Elective	3	Non-Business Elective	3

	15		15
		FOURTH YEAR	
†Finance 383	3	†Finance 401	3
†Finance Elective (300+)	3	Management 464	3
†Finance 451	3	†Finance Elective (300+)	3
Management 474	3	†Finance 447	3
Non-Business Elective	3	Non- Business Elective	3
	15		15
Total semester hours required			120-121

Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequence courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequence course, the student may take only one of these two courses for their natural science requirements.

† Major course.

EDUCATIONAL OBJECTIVES

BACHELOR OF ARTS IN MARKETING

The B.A. curriculum in Marketing is designed in such a manner as to provide students with practical as well as theoretical knowledge concerning modern marketing practice. The courses in the major are designed and integrated to assist students in obtaining a comprehensive understanding of the nature and scope of marketing activities. The B.A. curriculum in marketing is intended to provide an opportunity for students to obtain the knowledge and skills necessary to be successful in a business career in which marketing plays a key role and/or for graduate study.

More specific objectives or as follows:

- To provide students with a basic knowledge and understanding of marketing's role in business and society.
- To develop in students an appreciation of the impact of technology on marketing.
- To enhance students' understanding of the diversity in today's market place including global markets.
- To instill in students the importance of ethics and social responsibility in the world of business.
- To offer students the opportunity to develop written and oral communication skills.
- To prepare students for employment in the field of marketing and/or graduate study.

MAJOR IN MARKETING

The major in Marketing is heavily based in the various areas of business and requires twenty-seven approved hours in Marketing. Marketing majors may elect to concentrate in Advertising and Integrated Marketing Communication, e-Commerce Marketing or Supply Management. Each concentration will require nine semester hours; six hours are prescribed and three hours are selected from approved concentration electives.

HONORS DIPLOMA IN THE DISCIPLINE

The department also offers an upper-division honors curriculum allowing its students to earn an honors diploma in the major at graduation. For information about requirements and honors courses in this department, please contact the Department Head.

MINOR IN MARKETING

Students from other departments of the University may minor in Marketing. The minor in Marketing consists of Marketing 303 and fifteen hours of 300+ Marketing electives. Students minoring in Marketing must obtain the approval of the Department Head.

CURRICULUM IN MARKETING

LEADING TO THE DEGREE OF BACHELOR OF ARTS

FIRST SEMESTER	S.H.	FIRST YEAR SECOND SEMESTER	S.H.
Biological Science ¹	3	Physical Science ¹	3
English 101	3	English 102	3
Mathematics 161	3	Mathematics 163	3
Vis Arts, Mus, Dance or Thea Elect	3	Business Technology 210	3
Business Elective	3	History Elective	3
Orientation 101	1		
	15-16		15
		SECOND YEAR	
Accounting 200	3	Accounting 225	3
Economics 201	3	Economics 202	3
Communication 211	3	Business Technology 234	3
Second Natural Science Sequence ¹	3	Management 231	3
Management 261	3	English 230, 231, or 232	3
	15		15
		THIRD YEAR	
†Marketing 303	3	†Management 351	3
†Marketing 321	3	Finance 381	3
Non-Business Elective	3	†Marketing 319	3

Management 290	3	†Marketing Elective (300+)	3
Non-Business Elective	3	Economics Elective	3
	15		15
FOURTH YEAR			
Management 474	3	Management 464	3
†Marketing 432	3	†Marketing 444	3
†Marketing 443	3	†Marketing Elective (300+)	3
†Marketing Elective (300+)	3	Non-Business Elective	3
Non-Business Elective	3	Non-Business Elective	3
	15		15
Total semester hours required			120-121

Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequence courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequence course, the student may take only one of these two courses for their natural science requirements.

† Major course.

EDUCATIONAL OBJECTIVES ADVERTISING AND INTEGRATED MARKETING COMMUNICATION CONCENTRATION

The objectives of the Integrated Marketing Communications concentration are as follows:

- To provide students with the opportunity to integrate the required knowledge base and develop skills needed to more effectively compete in the job market.
- To prepare students to develop and evaluate promotion strategies.
- To develop in students an appreciation of the legal and ethical issues faced by the promotion industry.

CURRICULUM IN MARKETING LEADING TO THE DEGREE OF BACHELOR OF ARTS ADVERTISING AND INTEGRATED MARKETING COMMUNICATION CONCENTRATION

FIRST SEMESTER	S.H.	FIRST YEAR SECOND SEMESTER	S.H.
Biological Science ¹	3	Physical Science ¹	3
English 101	3	English 102	3
Mathematics 161	3	Mathematics 163	3
Visual Arts, Mus, Dance or Thea Elect	3	Business Technology 210	3
Business Elective	3	History Elective	3
Orientation 101	0-1		
	15-16		15
SECOND YEAR			
Accounting 200	3	Accounting 225	3
Economics 201	3	Economics 202	3
Communication 211	3	Business Technology 234	3
Second Natural Science Sequence ¹	3	Management 231	3
Management 261	3	English 230, 231, or 232	3
	15		15
THIRD YEAR			
†Marketing 303	3	†Management 351	3
†Marketing 321	3	Finance 381	3
Non-Business Elective	3	†Marketing 319	3
Management 290	3	†Marketing 342	3
Non-Business Elective	3	Economics Elective	3
	15		15
FOURTH YEAR			
Management 474	3	Management 464	3
†Marketing 432	3	†Marketing 444	3
†Marketing 443	3	Non-Business Elective	3
†Marketing 442	3	Non-Business Elective	3
†Marketing 315 ²	3	Non-Business Elective	3
	15		15
Total semester hours required			120-121

Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequence courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequence course, the student may take only one of these two courses for their natural science requirements.

²Marketing 314, 391 or 475 can be substituted for Marketing 315 with the approval of the Department Head.

† Major course.

EDUCATIONAL OBJECTIVES

e-COMMERCE CONCENTRATION

The objectives of the e-Commerce concentration are as follows:

- To prepare students to identify on-line business opportunities and to develop and evaluate Internet-based marketing strategies.
- To introduce students to the process and tools of designing, publishing, and managing Web sites.
- To develop in students an appreciation of the security, legal, social, and ethical issues faced by Internet marketers.

CURRICULUM IN MARKETING

LEADING TO THE DEGREE OF BACHELOR OF ARTS e-COMMERCE CONCENTRATION

FIRST SEMESTER	S.H.	FIRST YEAR SECOND SEMESTER	S.H.
Biological Science ¹	3	Physical Science ¹	3
English 101	3	English 102	3
Mathematics 161	3	Mathematics 163	3
Visual Arts, Mus., Dance or Thea Elect	3	Business Technology 210	3
Business Elective	3	History Elective	3
Orientation 101	0-1		
	15-16		15
		SECOND YEAR	
Accounting 200	3	Accounting 225	3
Economics 201	3	Economics 202	3
Communication 211	3	Business Technology 234	3
Second Natural Science Sequence ¹	3	Management 231	3
Management 261	3	English 230, 231, or 232	3
	15		15
		THIRD YEAR	
†Marketing 303	3	†Management 351	3
†Marketing 321	3	Finance 381	3
Non-Business Elective	3	†Marketing 319	3
Management 290	3	†Marketing 332 ²	3
Non-Business Elective	3	Economics Elective	3
	15		15
		FOURTH YEAR	
Management 474	3	Management 464	3
†Marketing 432	3	†Marketing 444	3
†Marketing 443	3	†Marketing 435	3
†Marketing 315	3	Non-Business Elective	3
Non-Business Elective	3	Non-Business Elective	3
	15		15
Total semester hours required			120-121

Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequence courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequence course, the student may take only one of these two courses for their natural science requirements.

²Any one of the following courses can be substituted for Marketing 332 with the approval of the Department Head: Marketing 331, Marketing 391 or Marketing 475.

†Major course

EDUCATIONAL OBJECTIVES

SUPPLY MANAGEMENT CONCENTRATION

The objectives of the Supply Management concentration are as follows:

- To introduce students to the areas of supply management, logistics, and transportation.
- To develop in students an understanding of the role of supply management, purchasing, logistics, and transportation within the organization.
- To provide students with an understanding of the alternatives and services available in supply management, logistics, and transportation, as well as skills for evaluating these alternatives.

CURRICULUM IN MARKETING

LEADING TO THE DEGREE OF BACHELOR OF ARTS SUPPLY MANAGEMENT CONCENTRATION

FIRST SEMESTER	S.H.	FIRST YEAR SECOND SEMESTER	S.H.
Biological Science ¹	3	Physical Science ¹	3

English 101	3	English 102	3
Mathematics 161	3	Mathematics 163	3
Visual Arts, Mus, Dance or Thea Elect	3	Business Technology 210	3
Business Elective	3	History Elective	3
Orientation 101	0-1		
	15-16		15
SECOND YEAR			
Accounting 200	3	Accounting 225	3
Economics 201	3	Economics 202	3
Communication 211	3	Business Technology 234	3
Second Natural Science Sequence ¹	3	Management 231	3
Management 261	3	English 230, 231, or 232	3
	15		15
THIRD YEAR			
†Marketing 303	3	†Management 351	3
†Marketing 321	3	Finance 381	3
Non-Business Elective	3	†Marketing 319	3
Management 290	3	†Marketing 331 or 332 ²	3
Non-Business Elective	3	Economics Elective	3
	15		15
FOURTH YEAR			
Management 474	3	Management 464	3
†Marketing 432	3	†Marketing 444	3
†Marketing 443	3	†Marketing 420	3
†Marketing 320	3	Non-Business Elective	3
Non-Business Elective	3	Non-Business Elective	3
	15		15
Total semester hours required			120-121

Orientation 101 is not required of transfer or readmitted Southeastern students with 30 hours or more.

¹Please refer to the possible natural science combinations under General Education Requirements in the University Policies chapter of this catalogue for the approved sequence courses in natural science. Because Chemistry 106 or Physics 142 cannot be followed by a second sequence course, the student may take only one of these two courses for their natural science requirements.

²Marketing 391 or Marketing 475 can be substituted for these courses with the approval of the Department Head.

†Major course