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# Southeastern Louisiana University

## Department of Marketing & Finance

### Mission Statement

Educational Objectives for Bachelor of Science in Finance

Major in Finance | Minor in Finance | Honors Diploma: Finance | Curriculum in Finance

Educational Objectives for Bachelor of Arts in Marketing

Educational Objectives for e-Commerce Concentration | Major in Marketing | Minor in Marketing

Honors Diploma: Marketing | Curriculum in Marketing | e-Commerce Marketing Concentration

### **Mission Statement**

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 of 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.

### **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 Finance electives. Students minoring in Finance must obtain the approval of the Department Head.

## Honors Diploma in the Finance 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.

### Curriculum in Finance Leading to the Degree of Bachelor of Science

#### FIRST YEAR

FIRST SEMESTER	S.H.	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, Dance, Music, or Theater	3	Communication 211	3
History Elective	3	Business Elective (100+)	3
Orientation 101	0-1		
	15-16		15

#### SECOND YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
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 1	3	Business Technology 234	3
	15		15

#### THIRD YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
Marketing 303	3	†Finance 382	3

Non-Business Elective	3	†Economics 333	3
Management 351	3	Management 290	3
†Finance 381	3	†Finance Elective	3
Non-Business Elective	3	Non-Business Elective	3
	15		15

#### FOURTH YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
†Finance 383	3	†Finance 401	3
†Finance Elective	3	Management 464	3
†Finance 451	3	†Finance Elective	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.*

**1** Please 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 of 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 are 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.

## **Educational Objectives for 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.

## 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 e-Commerce Marketing. The e-Commerce concentration will require nine semester hours; six hours are prescribed and three hours are selected from approved e-Commerce concentration electives.

## 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 Marketing electives. Students minoring in Marketing must obtain the approval of the Department Head.

## Honors Diploma in the Marketing 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.

## Curriculum in Marketing Leading to the Degree of Bachelor of Arts

FIRST YEAR			
FIRST SEMESTER	S.H.	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, Dance, Music, or Theater	3	Business Technology 210	3
Business Elective	3	History Elective	3
Orientation 101	0-1		
	15-16		15

**SECOND YEAR**

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
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**

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
†Marketing 303	3	†Management 351	3
†Marketing 321	3	Finance 381	3
Non-Business Elective	3	†Marketing 319	3
Management 290	3	†Marketing Elective	3
Non-Business Elective	3	Economics Elective	3
	15		15

**FOURTH YEAR**

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
Management 474	3	Management 464	3
†Marketing 432	3	†Marketing 444	3
†Marketing 443	3	†Marketing or Concentration Elective 2	3
†Marketing Elective	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.*

**1** Please 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.

2 Students in the e-Commerce concentration must select e-commerce elective approved by the Department Head.

† Major course.

## e-Commerce Marketing Concentration

### Concentration in General Management

<i>Students must take the following six hours:</i>	
Marketing 315	3
Marketing 435	3
<i>Students must select three hours from the following:</i>	
Marketing 332	3
Marketing 331*	3
Marketing 391*	3
Marketing 475*	3

\*Must be approved by Department Head.



[Southeastern's 2002-03 Curriculum Index](#)  
[Southeastern's 2002-03 Catalog Marketing and Finance Course Listing](#)

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