

DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT

Interim Head of the Department: Professor Cope
Professors: R. Cope, M. Budden, Jamal, Jones, McKay, Schuldt, Waikar
Associate Professors: Huynh, Root, Zee
Assistant Professors: Lopez, Woosley
Instructors: Baldwin, Davis, Syrdal

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 or e-Commerce Marketing. 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 YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
Biological Science ¹	3	English 102	3
English 101	3	Management 210	3
Mathematics 161	3	Mathematics 163	3
Vis Arts, Mus, Dance or Thea Elect	3	Physical Science ¹	3
Elective	3	History Elective	3
Southeastern 101	2		
	17		15

SECOND YEAR

Accounting 200	3	Accounting 225	3
Communication 211	3	Economics 202	3
Economics 201	3	English 230, 231, or 232	3
Operations Mgmt. & Info. Systems 200	3	Business Law 231	3
Second Natural Science Sequence ¹	3	Management 240	3
	15		15

THIRD YEAR

†Marketing 303	3	Economics 333	3
†Marketing 321	3	Finance 381	3
Operations Mgmt. & Info. Systems 350	3	†Management 351	3
Operations Mgmt. & Info. Systems 320	3	†Marketing 319	3
Elective	3	†Marketing Elective (300+)	3
	15		15

FOURTH YEAR

†Management 425	3	Management 464	3
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†Marketing 432	3	†Marketing 444	3
Operations Mgmt. & Info. Systems 430.....	3	†Marketing Elective (300+).....	3
†Marketing Elective (300+).....	3	Elective	3
Elective.....	3	Elective.....	1
	15		13

Total semester hours required 120

Southeastern 101 is not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 with 2 hours of free electives.

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.

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

FIRST YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
Biological Science ¹	3	English 102.....	3
English 101	3	Management 210.....	3
Mathematics 161	3	Mathematics 163	3
Visual Arts, Mus, Dance or Thea Elect	3	Physical Science ¹	3
Elective	3	History Elective	3
Southeastern 101	2		
	17		15

SECOND YEAR

Accounting 200	3	Accounting 225	3
Communication 211.....	3	Economics 202	3
Economics 201	3	English 230, 231, or 232	3
Operations Mgmt. & Info. Systems 200	3	Business Law 231	3
Second Natural Science Sequence ¹	3	Management 240.....	3
	15		15

THIRD YEAR

†Marketing 303	3	Economics 333	3
†Marketing 321	3	Finance 381	3
†Marketing 342	3	†Management 351	3
Operations Mgmt. & Info. Systems 350	3	†Marketing 319	3
Operations Mgmt. & Info. Systems 320.....	3	Elective.....	3
	15		15

FOURTH YEAR

†Operations Mgmt. & Info. Systems 360 ²	3	†Management 425	3
†Marketing 432	3	Management 464.....	3
†Marketing 442	3	†Marketing 444	3
Operations Mgmt. & Info. Systems 430	3	Elective.....	3
Elective.....	3	Elective.....	1
	15		13

Total semester hours required 120

Southeastern 101 is not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 with 2 hours of free electives.

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 OMIS 360 with approval of the Department Head.

† Major course.

**CURRICULUM IN MARKETING
LEADING TO THE DEGREE OF BACHELOR OF ARTS
E-COMMERCE CONCENTRATION**

FIRST YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
Biological Science ¹	3	English 102.....	3
English 101	3	Management 210.....	3
Mathematics 161	3	Mathematics 163	3
Visual Arts, Mus, Dance or Thea Elect	3	Physical Science ¹	3
Elective	3	History Elective	3
Southeastern 101	2		
	17		15

SECOND YEAR

Accounting 200	3	Accounting 225	3
Communication 211	3	Economics 202	3
Economics 201	3	English 230, 231, or 232	3
Operations Mgmt. & Info. Systems 200.....	3	Business Law 231	3
Second Natural Science Sequence ¹	3	Management 240.....	3
	15		15

THIRD YEAR

Economics 333.....	3	Finance 381	3
†Marketing 303	3	†Management 351	3
†Marketing 321	3	†Marketing 319	3
Operations Mgmt. & Info. Systems 350.....	3	†Marketing 332	3
Operations Mgmt. & Info. Systems 320.....	3	Elective	3
	15		15

FOURTH YEAR

†Operations Mgmt. & Info. Systems 360.....	3	Management 464	3
†Management 425	3	†Marketing 435	3
†Marketing 432	3	†Marketing 444	3
Operations Mgmt. & Info. Systems 430.....	3	Elective	3
Elective	3	Elective	1
	15		13

Total semester hours required 120

Southeastern 101 is not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 with 2 hours of free electives.

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 331, 391 or 475 can be substituted for Marketing 332 with approval of the Department Head.

†Major course

MAJOR IN SUPPLY CHAIN MANAGEMENT

The major in Supply Chain Management is heavily based in Operations Management, Information Systems and Marketing, and requires thirty-six semester hours of Operations Management and Information Systems, Marketing and Management courses.

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 SUPPLY CHAIN MANAGEMENT

Students from other departments of the University may minor in Supply Chain Management. The minor in Supply Chain Management consists of OMIS 320, 325, 425, 440 and six hours of 300+ OMIS electives. Students minoring in Supply Chain Management must obtain the approval of the Department Head.

CURRICULUM IN SUPPLY CHAIN MANAGEMENT LEADING TO THE DEGREE OF BACHELOR OF SCIENCE

FIRST YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
Biological Science ¹	3	English 102.....	3
English 101	3	Management 210.....	3
Mathematics 161	3	Mathematics 163	3
History Elective	3	Physical Science ¹	3
Elective	3	Visual Arts, Mus, Dance or Thea Elective	3
Southeastern 101	2		
	17		15

SECOND YEAR

Accounting 200	3	Accounting 225	3
Communication 211	3	Economics 202	3
Economics 201	3	English 230, 231, or 232	3
Operations Mgmt. & Info. Systems 200.....	3	Business Law 231	3
Second Natural Science Sequence ¹	3	Management 240.....	3
	15		15

THIRD YEAR

Elective	1	Finance 381	3
Management 351	3	†Operations Mgmt. & Info. Systems 310	3
Marketing 303	3	†Operations Mgmt. & Info. Systems 325	3
†Operations Mgmt. & Info. Systems 320.....	3	†Operations Mgmt. & Info. Systems 360	3
Operations Mgmt. & Info. Systems 350	3	†Operations Mgmt. & Info. Systems 370	3
	13		15

FOURTH YEAR

Management 425	3	Management 464	3
†Marketing 331 ²	3	†Management 471	3
†Operations Mgmt. & Info. Systems 425.....	3	†Operations Mgmt. & Info. Systems 435.....	3
†Operations Mgmt. & Info. Systems 430.....	3	†Operations Mgmt. & Info. Systems 440.....	3
†Operations Mgmt. & Info. Systems 460.....	3	Elective	3
	15		15

Total semester hours required 120

Southeastern 101 is not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 with 2 hours of free electives.

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²Operations Management & Information Systems 391 can be substituted for Marketing 331 with approval of the Department Head.

†Major course

**CURRICULUM IN SUPPLY CHAIN MANAGEMENT
LEADING TO THE DEGREE OF BACHELOR OF SCIENCE
INFORMATION SYSTEMS CONCENTRATION**

FIRST YEAR

FIRST SEMESTER	S.H.	SECOND SEMESTER	S.H.
Biological Science ¹	3	English 102.....	3
English 101	3	Management 210.....	3
Mathematics 161	3	Mathematics 163	3
History Elective	3	Physical Science ¹	3
Elective	3	Visual Arts, Mus, Dance or Thea Elective	3
Southeastern 101	2		
	17		15

SECOND YEAR

Accounting 200	3	Accounting 225	3
Communication 211	3	Economics 202	3
Economics 201	3	English 230, 231, or 232	3
Operations Mgmt. & Info. Systems 200.....	3	Business Law 231	3
Second Natural Science Sequence ¹	3	Management 240.....	3
	15		15

THIRD YEAR

Elective	1	Finance 381	3
Management 351	3	†Marketing 331	3
Marketing 303	3	†Operations Mgmt. & Info. Systems 310	3
†Operations Mgmt. & Info. Systems 320.....	3	†Operations Mgmt. & Info. Systems 325	3
Operations Mgmt. & Info. Systems 350	3	†Operations Mgmt. & Info. Systems 370	3
	13		15

FOURTH YEAR

Management 425	3	Management 464	3
†Operations Mgmt. & Info. Systems 425	3	†Operations Mgmt. & Info. Systems 435	3
†Operations Mgmt. & Info. Systems 430	3	†Operations Mgmt. & Info. Systems 440	3
†Operations Mgmt. & Info. Systems 470	3	†Operations Mgmt. & Info. Systems 480	3
†IS Concentration Elective ²	3	†IS Concentration Elective ²	3
	15		15

Total semester hours required 120

Southeastern 101 is not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 with 2 hours of free electives.

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.

²Information Systems concentration electives include: Economics 450, General Business (Business Technology) 351 and Operations Management & Information Systems 360, 391 and 460.

†Major course