

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, Faucheux, Henderson

The purpose of the Marketing curriculum is to provide students with practical as well as theoretical knowledge concerning modern marketing practices. 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. It 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.

The purpose of the Supply Chain Management curriculum is to provide students with the knowledge, foundation, and skills necessary to pursue successful careers in industry or to pursue graduate studies in the disciplines of Supply Chain Management, which include: Marketing, Operations Management, and Information Systems.

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 SEMESTER	S.H.	FIRST YEAR	S.H.
Biological Science	3	SECOND SEMESTER	
English 101 or 121H or 123H	3	English 102 or 122H or 124H	3
Mathematics 161	3	Management 210	3
Vis Arts, Mus, Dance or Thea Elect	3	Mathematics 163	3
Elective	3	Physical Science	3
Southeastern 101	2	History Elective	3
Management 101	1		
	18		15
Accounting 200	3	SECOND YEAR	
Communication 211	3	Accounting 225	3
Economics 201	3	Economics 202	3
Operations Mgmt. & Info. Systems 200	3	English 230, 231, or 232	3
Second Natural Science Sequence	3	Business Law 231	3
	15	Management 240	3
†Marketing 303	3		15
†Marketing 321	3	THIRD YEAR	
Operations Mgmt. & Info. Systems 350	3	Economics 333	3
Operations Mgmt. & Info. Systems 320	3	Finance 381	3
Elective	3	†Management 351	3
	15	†Marketing 319	3
†Management 425	3	†Marketing Elective (300+)	3
†Marketing 432	3		15
Operations Mgmt. & Info. Systems 430	3	FOURTH YEAR	
†Marketing Elective (300+)	3	Management 464	3
		†Marketing 444	3
		†Marketing Elective (300+)	3
		Elective	3

Elective	3		12
	<u>15</u>		
Total semester hours required			120

Southeastern 101 and Management 101 are not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 and Management 101 with 3 hours of free electives.

† Major course.

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

FIRST SEMESTER		FIRST YEAR	
	S.H.	SECOND SEMESTER	S.H.
Biological Science	3	English 102 or 122H or 124H.....	3
English 101 or 121H or 123H	3	Management 210.....	3
Mathematics 161	3	Mathematics 163	3
Visual Arts, Mus, Dance or Thea Elect	3	Physical Science.....	3
Elective	3	History Elective	3
Southeastern 101	2		
Management 101	1		
	<u>18</u>		<u>15</u>

SECOND YEAR	
Accounting 200	3
Communication 211	3
Economics 201	3
Operations Mgmt. & Info. Systems 200	3
Second Natural Science Sequence.....	3
	<u>15</u>

THIRD YEAR	
†Marketing 303	3
†Marketing 321	3
†Marketing 342	3
Operations Mgmt. & Info. Systems 350	3
Operations Mgmt. & Info. Systems 320	3
	<u>15</u>

FOURTH YEAR	
†Operations Mgmt. & Info. Systems 360 ¹	3
†Marketing 432	3
†Marketing 442	3
Operations Mgmt. & Info. Systems 430	3
Elective	3
	<u>15</u>

Total semester hours required			120
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Southeastern 101 and Management 101 are not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 and Management 101 with 3 hours of free electives.

¹Marketing 314, 391 or 475 or OMIS 365 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 SEMESTER		S.H.	FIRST YEAR		S.H.
Biological Science	3		SECOND SEMESTER		
English 101 or 121H or 123H	3		English 102 or 122H or 124H.....	3	
Mathematics 161	3		Management 210.....	3	
Visual Arts, Mus, Dance or Thea Elect	3		Mathematics 163	3	
Elective	3		Physical Science.....	3	
Southeastern 101	2		History Elective	3	
Management 101.....	1				
		18			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.....	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 ¹	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				
		15			12
Total semester hours required					120

Southeastern 101 and Management 101 are not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 and Management 101 with 3 hours of free electives.

¹Marketing 331, 391 or 475 or OMIS 365 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 SEMESTER		S.H.	FIRST YEAR		S.H.
Biological Science		3	SECOND SEMESTER		
English 101 or 121H or 123H		3	English 102 or 122H or 124H.....		3
Mathematics 161		3	Management 210.....		3
History Elective		3	Mathematics 163		3
Elective		3	Physical Science.....		3
Southeastern 101		2	Visual Arts, Mus, Dance or Thea Elective		3
Management 101		1			
		18			15
Accounting 200			SECOND YEAR		
		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.....		3	Management 240.....		3
		15			15
Management 351			THIRD YEAR		
		3	Finance 381		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 360		3
		12	†Operations Mgmt. & Info. Systems 370		3
Management 425			FOURTH YEAR		
		3	Management 464		3
†Marketing 331 ¹		3	†Management 478		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 and Management 101 are not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 and Management 101 with 3 hours of free electives.

¹Operations 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 SEMESTER	S.H.	FIRST YEAR	S.H.
Biological Science	3	English 102 or 122H or 124H.....	3
English 101 or 121H or 123H	3	Management 210.....	3
Mathematics 161	3	Mathematics 163	3
History Elective	3	Physical Science.....	3
Elective	3	Visual Arts, Mus, Dance or Thea Elective	3
Southeastern 101	2		
Management 101	1		
	18		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.....	3	Management 240.....	3
	15		15
 		THIRD YEAR	
Management 351	3	Finance 381	3
Marketing 303	3	†Marketing 331	3
†Operations Mgmt. & Info. Systems 320.....	3	†Operations Mgmt. & Info. Systems 310	3
Operations Mgmt. & Info. Systems 350	3	†Operations Mgmt. & Info. Systems 325	3
	12	†Operations Mgmt. & Info. Systems 370	3
			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 ¹	3	†IS Concentration Elective ¹	3
	15		15
Total semester hours required			120

Southeastern 101 and Management 101 are not required of transfer or readmitted Southeastern students with 30 hours or more. Those students will replace Southeastern 101 and Management 101 with 3 hours of free electives.

¹Information Systems concentration electives include: Economics 450, General Business (Business Technology) 351 and Operations Management & Information Systems 360, 365, 391 and 460.
†Major course