

DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT

The major purpose of the Department of Marketing and Supply Chain Management is to provide students with educational opportunities and experiences, which could lead to a leadership career in the fields of Marketing, Operations Management or Computer Information Systems.

The specific objectives of the Department of Marketing and Supply Chain Management 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 Supply Chain Management.
2. To prepare students to pursue graduate studies in either Marketing or Supply Chain Management.
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 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.

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		FIRST YEAR		SECOND SEMESTER	
	S.H.				S.H.
Biological Science ¹	3	English 102		English 102	3
English 101	3	Management 210		Management 210	3
Mathematics 161 ²	3	Mathematics 163		Mathematics 163	3
Vis Arts, Mus, Dance or Thea Elect	3	Physical Science ¹		Physical Science ¹	3
Elective	3	History Elective		History Elective	3
Southeastern 101	0-3				
	<hr/>				<hr/>
	15-18				15

Accounting 2003		SECOND YEAR	Accounting 2253
Communication 2113			Economics 2023
Economics 2013			English 230, 231, or 2323
Operations Mgmt. & Info. Systems 2003			Management 2313
Second Natural Science Sequence ¹3			Management 2403
	15		15
†Marketing 3033		THIRD YEAR	Economics 3333
†Marketing 3213			Finance 3813
Operations Mgmt. & Info. Systems 3503			†Management 3513
Operations Mgmt. & Info. Systems 3203			†Marketing 3193
Elective3			†Marketing Elective (300+)3
	15		15
†Management 4253		FOURTH YEAR	Management 4643
†Marketing 4323			†Marketing 4443
Operations Mgmt. & Info. Systems 4303			†Marketing Elective (300+)3
†Marketing Elective (300+)3			Elective3
Elective3			Elective3
	15		15
Total semester hours required			120-123

Southeastern 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.

²Students with an ACT Math score of 21 or lower will take Math 155 (5 credit hours) in place of Math 161, which will increase 2 credit hours the total number of hours required for the degree.

† Major course.

EDUCATIONAL OBJECTIVES
ADVERTISING AND INTEGRATED MARKETING
COMMUNICATION CONCENTRATION

The objectives of the Advertising and Integrated Marketing Communication 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.	SECOND SEMESTER	S.H.
Biological Science ¹3		English 102.....3	
English 1013		Management 2103	
Mathematics 161 ²3		Mathematics 1633	
Visual Arts, Mus, Dance or Thea Elect3		Physical Science ¹3	
Elective3		History Elective3	
Southeastern 1010-3			
	15		15

15-18

15

SECOND YEAR

Accounting 200	3
Communication 211	3
Economics 201	3
Operations Mgmt. & Info. Systems 200	3
Second Natural Science Sequence ¹	3
	15

Accounting 225	3
Economics 202	3
English 230, 231, or 232	3
Management 231	3
Management 240	3
	15

THIRD YEAR

†Marketing 303	3
†Marketing 321	3
†Marketing 342	3
Operations Mgmt. & Info. Systems 350	3
Operations Mgmt. & Info. Systems 320	3
	15

Economics 333	3
Finance 381	3
†Management 351	3
†Marketing 319	3
Elective	3
	15

FOURTH YEAR

†Operations Mgmt. & Info. Systems 360 ³	3
†Marketing 432	3
†Marketing 442	3
Operations Mgmt. & Info. Systems 430	3
Elective	3
	15

†Management 425	3
Management 464	3
†Marketing 444	3
Elective	3
Elective	3
	15

Total semester hours required

120-123

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²Students with an ACT Math score of 21 or lower will take Math 155 (5 credit hours) in place of Math 161, which will increase 2 credit hours the total number of hours required for the degree.

³Marketing 314, 391 or 475 can be substituted for OMIS 360 with 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 YEAR

FIRST SEMESTER	S.H.
Biological Science ¹	3
English 101	3
Mathematics 161 ²	3
Visual Arts, Mus, Dance or Thea Elect	3
Elective	3
Southeastern 101	0-3

SECOND SEMESTER	S.H.
English 102	3
Management 210	3
Mathematics 163	3
Physical Science ¹	3
History Elective	3

15-18

15

SECOND YEAR

Accounting 200	3
Communication 211	3
Economics 201	3
Operations Mgmt. & Info. Systems 200	3
Second Natural Science Sequence ¹	3
	15

Accounting 225	3
Economics 202	3
English 230, 231, or 232	3
Management 231	3
Management 240	3
	15

THIRD YEAR

Economics 333	3
†Marketing 303	3
†Marketing 321	3
Operations Mgmt. & Info. Systems 350	3
Operations Mgmt. & Info. Systems 320	3
	15

Finance 381	3
†Management 351	3
†Marketing 319	3
†Marketing 332 ³	3
Elective	3
	15

FOURTH YEAR

†Operations Mgmt. & Info. Systems 360	3
†Management 425	3
†Marketing 432	3
Operations Mgmt. & Info. Systems 430	3
Elective	3
	15

Management 464	3
†Marketing 435	3
†Marketing 444	3
Elective	3
Elective	3
	15

Total semester hours required

120-123

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²Students with an ACT Math score of 21 or lower will take Math 155 (5 credit hours) in place of Math 161, which will increase 2 credit hours the total number of hours required for the degree.

³Marketing 331, 391 or 475 can be substituted for Marketing 332 with approval of the Department Head.

†Major course

EDUCATIONAL OBJECTIVES

BACHELOR OF SCIENCE IN SUPPLY CHAIN MANAGEMENT

The overall educational objective of the undergraduate program in Supply Chain Management is to provide students with the knowledge foundation and skills necessary to pursuing successful careers in industry or graduate studies in the major disciplines of Supply Chain Management which include: Marketing, Operations Management and Information Systems. Such objectives include:

- To acquire basic knowledge of essential Supply Chain Management principles and concepts.
- To develop specific knowledge and demonstrate an understanding of the relationships between Marketing, Operations Management and Computer Information Systems.
- To develop appropriate technology for the purpose of information processing and problem solving.
- To apply sound design principles to the development and management of supply chains.
- To evaluate and promote appropriate new supply chain technology into an organization's strategic plans.
- To be prepared to enter the workforce with career opportunities in purchasing, logistics, transportation, consulting, technical support, or training.

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.	SECOND SEMESTER		S.H.
Biological Science ¹	3		English 102	3	
English 101	3		Management 210	3	
Mathematics 161 ²	3		Mathematics 163	3	
History Elective	3		Physical Science ¹	3	
Elective	3		Visual Arts, Mus, Dance or Thea Elective	3	
Southeastern 101	0-3				
	15-18			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		Management 231	3	
Second Natural Science Sequence ¹	3		Management 240	3	
	15			15	
THIRD YEAR					
Management 232	3		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	
	15			15	
FOURTH YEAR					
Management 425	3		Management 464	3	
†Marketing 331 ³	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					120-123

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²Students with an ACT Math score of 21 or lower will take Math 155 (5 credit hours) in place of Math 161, which will increase 2 credit hours the total number of hours required for the degree.

³Operations Management & Information Systems 391 can be substituted for Marketing 331 with approval of the Department Head.

†Major course

EDUCATIONAL OBJECTIVES INFORMATION SYSTEMS CONCENTRATION

Students will acquire a basic knowledge and understanding of information systems in the areas of data management, decision support systems, and systems analysis techniques in managerial problem solving as they relate to Supply Chain Management. The objectives of the Information Systems concentration are as follows:

- To introduce students to the information technology areas of Marketing and Operations Management.

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

**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 ¹	3	SECOND SEMESTER	
English 101	3	English 102	3
Mathematics 161 ²	3	Management 210	3
History Elective	3	Mathematics 163	3
Elective	3	Physical Science ¹	3
Southeastern 101	0-3	Visual Arts, Mus, Dance or Thea Elective	3
	15-18		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	Management 231	3
Second Natural Science Sequence ¹	3	Management 240	3
	15		15
THIRD YEAR			
Management 232	3	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
	15		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 ³	3	†IS Concentration Elective ³	3
	15		15
Total semester hours required			120-123

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³Information Systems concentration electives include: Economics 450, General Business (Business Technology) 351 and Operations Management & Information Systems 360, 391 and 460.

†Major course