

Marketing (BSBA) - Marketing Management Concentration

Degree Requirements

General Education Requirements (59 Hours)

Area I - Written Composition (2 Courses, 6 Hours)

- A. 3 hours: EH 101
- B. 3 hours: EH 102

Area II - Humanities & Fine Arts (4 Courses, 12 Hours)

- A. 3 hours from: EH 215, EH 216, EH 225, EH 226, EH 235, EH 236
- B. 3 hours from: ARH 100, ARH 103, ARH 123, ARS 101, DRA 110, MUL 101
- C. 6 hours from: AFR 101, ARH 100, ARH 103, ARH 123, ARH 203, ARS 101, CLA 110, CA 110, DRA 110, EH 215, EH 216, EH 225, EH 226, EH 235, EH 236, LG 101, LG 102, LG 111, LG 112, LG 121, LG 122, LG 131, LG 132, LG 141, LG 142, LG 151, LG 152, LG 153, LG 171, LG 172, LG 173, LG 201, LG 202, LG 211, LG 212, LG 213, LG 221, LG 222, LG 231, LG 232, LG 234, LG 241, LG 242, 251, LG 252, LG 271, LG 272, LG 273, LGS 101, LGS 102, LGS 106, LGS 107, LGS 110, LGS 111, LGS 131, LGS 141, LGS 142, LGS 161, LGS 162, LGS 171, LGS 172, LGS 181, LGS 182, LGS 201, LGS 202, LGS 206, LGS 207, LGS 210, LGS 211, LGS 241, LGS 242, LGS 261, LGS 262, LGS 281, LGS 282, MUL 101, PHL 110, PHL 120, PHL 121, PHL 131, PHL 231, PHL 240, REL 100, REL 200, REL 201

Area III – Natural Sciences & Mathematics (3 Courses & Labs, 11-14 Hours)

- A. 3-4 hours from: MA 120, MA 125
- B. 8-10 hours from: AN 121 & AN 121L, BLY 101 & BLY 101L or BLY 121 & BLY 121L, BLY 102 & BLY 102L or BLY 122 & BLY 122L, CH 101 & CH 101L, CH 103 & CH 103L, CH 131 & CH 131L, CH 132 & CH 132L, GEO 101 & GEO 101L, GEO 102 & GEO 102L, GY 111 & GY 111L, GY 112 & GY 112L, MAS 134 & MAS 134L, PH 101 & PH 101L, PH 104 & PH 104L, PH 114 & PH 114L, PH 115 & PH 115L, PH 201 & PH 201L, PH 202 & PH 202L

Area IV – History, Social & Behavioral Sciences (4 Courses, 12 Hours)

- A. 3 hours from: HY 101, HY 102, HY 135, HY 136
- B. 3 hours from: AN 100, AN 101, CA 100, CA 211, CJ 105, GEO 114, GEO 115, GS 101, HY 101, HY 102, HY 135, HY 136, IS 100, IST 201, NAS 101, PSC 130, PSY 120, PSY 250, SY 109, SY 112
- C. 6 hours: ECO 215, ECO 216

Area V 200-Level Business Core (18 Hours)

A grade of at least C is required in each course.

- A. 6 hours: ACC 211, ACC 212
- B. 6 hours: BUS 245, BUS 255
- C. 3 hours: BUS 265
- D. 3 hours: CIS 250

Students must complete a 6 credit hour sequence either in literature (Area II – EH 215 & EH 216, EH 225 & EH 226, or EH 235 & EH 236) or history (Area IV – HY 101 & HY 102 or HY 135 & HY 136)

Major Requirements (63 Hours)

Freshman Core (1 Course, 3 Hours)

- A. 3 hours: BUS 150 or Transfer Student Elective for students transferring into the College with more than 45 hours. Students transferring with 45-60 hours are highly encouraged to take BUS 150.

Upper Division Business Core (6 Courses, 18 Hours)

A 2.0 GPA is required in the Upper Division Business Core.

- A. 3 hours from: BUS 305, ECO 453
 B. 15 hours: FIN 315, MGT 300, MGT 305 (W), MGT 325, MKT 320

Experiential Learning (2-4 Courses, 6 Hours)

- A. 3 hours from: BUS 101, BUS 201, BUS 301, BUS 302
 B. 3 hours from: ACC496, ECO 496, FIN 496, MGT 496, MKT 496

Marketing Management Concentration (9 Courses, 27 Hours)

A 2.0 GPA is required for all courses counted towards the major.

- A. 24 hours: MKT 336, MKT 374, MKT 375, MKT 380, MKT 382, MKT 384, MKT 385, MKT 479
 B. 3 hours from: MKT 340, MKT 350, MKT 376, MKT 379, MKT 381

Business Electives (2 Courses, 6 Hours)

- A. 6 hours from: 300-494 Electives from ACC, ECO, FIN, MGT, MKT

Business Policy Capstone (2 Course, 3 Hours)

- A. 3 hours: MGT 485 (W), MGT 486

Minor Requirements (0 Or 18-24 Hours)

A minor is not required for this degree program

Notes:

Additional Information

Graduation Plan

Marketing (BSBA): Marketing Management Concentration (122 Total Hours)

First Year - Fall Semester

Course ID	Course Description	Hours
EH 101	English Composition I	3
BUS 150	Introduction to Business	3
MA 120 or MA 125	Calculus	3 or 4

Fine Art	**Area II	3
History	**Area IV	3
BUS 101	Professional Experience	1
Total Hours		16 or 17

First Year - Spring Semester

Course ID	Course Description	Hours
EH 102	English Composition II	3
ECO 215	Principles of Microeconomics	3
CIS 250	Advanced Computer Applications	3
Humanities or Fine Art	**Area II	3
Natural Science + Lab	**Area III	4
Total Hours		16

Second Year - Fall Semester

Course ID	Course Description	Hours
ACC 211	Principles of Accounting I/Financial Accounting	3
BUS 245	Data Analytics I	3
ECO 216	Principles of Macroeconomics	3
Literature	**Area II	3
Natural Science + Lab	**Area III	4
Total Hours		16

Second Year - Spring Semester

Course ID	Course Description	Hours
ACC 212	Principles of Accounting II/Managerial Accounting	3
BUS 255	Data Analytics II	3
BUS 265	Legal Environment of Business I	3
BUS 201	Professional Experience II	1
2nd History	***Area IV	3
Fine Art	**Area II	3
Total Hours		16

Third Year - Fall Semester

Course ID	Course Description	Hours
MGT 300	Principles of Management	3
MGT 305	Organizational Communication	3
BUS 301	Professional Experience III	1
MKT 320	Principles of Marketing	3
FIN 315	Principles of Finance	3
Business Elective #1	Anything in MCOB at the 300 or 400 level not used to fulfill another requirement	3
Total Hours		16

Third Year - Spring Semester

Course ID	Course Description	Hours
MKT 336	International Marketing	3
MKT 374	Consumer Behavior	3
MKT 384	Market Research	3
BUS 305 or ECO 453	Data Analytics III or Econometrics	3
MGT 325	Operations Management	3
Total Hours		15

Fourth Year - Fall Semester

Course ID	Course Description	Hours
MKT 375	Supply Chain Management	3
MKT 380	Integrated Marketing Communication	3
MKT 381	Sales and Sales Management	3
MKT 340 or MKT 385	Marketing Analytics or Services Marketing	3
MKT 496	Internship	3
Total Hours		15

Fourth Year - Spring Semester

Course ID	Course Description	Hours
MKT 479	Marketing Policy	3
MKT Elective #1	Select from: MKT 340, MKT 350, MKT 376, MKT 379	3
Business Elective #2	Anything in MCOB at the 300 or 400 level not used to fulfill another requirement	3
MGT 485	Business Policy in Global Environment	3

MGT 486	Undergraduate Comp Exam	0
Total Hours		12

Notes

*Recommended Course

**See Degree Requirements for options

***All students must complete either a literature or a history sequence. However, because International Business students are required to take two course foreign language series fulfilling the Area II humanities requirements, International Business majors should elect the history sequence in Area IV unless they fulfill the foreign language proficiency through testing.

****Students majoring in International Business are required to demonstrate introductory-level proficiency in a second language by passing a foreign language proficiency examination as administered by the University of South Alabama Department of Foreign Languages and Literature or by successfully completing the second semester of any approved elementary sequence in a foreign language.

Department Information

Department of Marketing and Quantitative Methods	(251) 460-6412
Chair	Alvin J. Williams
Distinguished Professor of Marketing	Williams, Hair
Professor Emeritus	Lynn Robinson, Julie Sneath
Professors	Finney, Sharland
Associate Professor	Chow
Assistant Professors	Dadzie, Howard, Kim
Instructor	Loes

Department of Marketing and Quantitative Methods website
<https://www.southalabama.edu/colleges/mcob/marketing/index.html>

Office of Student Services
 Mitchell College of Business
 MCOB 110
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"Business has only two functions - marketing and innovation." - Milan Kundera

Discover Marketing

Marketing is a dynamic process that creates and delivers value in competitive environments through customer-focused and market-driven actions. The Marketing major provides an integrative and substantive approach to marketing strategy development and implementation based on learning experiences that combine concepts and managerial practice. A well-designed, market-based curriculum allows students to experience the core of marketing through interactive courses, internships, directed study programs, and special topics courses designed to focus on specific areas of marketing interest. These goals are achieved through the Marketing Management, International Business, and Professional Sales concentrations.

Marketing Management Concentration

The Marketing Management concentration offers a holistic view of the marketing function, with special focus on consumer analysis, value creation and delivery, marketing segmentation, and marketing strategy development and execution, within the context of changing and competitive business environments. The Marketing Management concentration prepares students for career in sales, advertising and marketing communication, retailing, supply chain management, market research and related areas. It is good preparation for positions in health care marketing, sports marketing, tourism and hospitality, non-profit marketing, financial services marketing and a host of other growth industries.

Professional Sales Concentration

In globally-competitive organizations, sales professionals are increasingly responsible for market growth, value creation, customer relationship management, branding, and communication of product, service, and organizational benefits. The sales function is the engine that propels every aspect of the organization. The Professional Sales Concentration prepares students for rewarding careers in sales and related areas. Students completing this concentration have some proficiency in relationship selling, buyer behavior, value creation and delivery, prospecting, sales call planning, communications skills, negotiating win/win solutions, and customer relationship management.

International Business Major

A degree in International Business prepares students for management positions in U.S. based companies that serve global markets and foreign based companies that provide products and services in the U.S. and other countries. Students will learn how conducting business on a global scale differs from domestic operations and will develop sensitivity and understanding of cultural differences and business etiquette to allow them to effectively negotiate and conduct business in a variety of cultures.

The curriculum requires proficiency in a foreign language and includes courses in management, marketing, economics, finance, accounting, and business law to prepare students for a variety of jobs in multinational companies.

Students majoring in International Business are strongly encouraged to participate in a study abroad experience. Short-term study abroad immersion experiences are available, including the British Studies Program in London and the Asia-Pacific Business course in Australia, in addition to longer-term study abroad programs at one of our partner universities, accredited by the AACSB.

International exposure is a critical success factor for International Business majors. However, approved alternatives, including research with a major international component, projects with substantial international content, or other options suggested by the International Business faculty advisor, will be considered.

Students must complete an internship with an international focus. This is accomplished by completing an internship with a multinational company operating in the U.S. or by completing an internship with an U.S. or foreign based firm operating in another country.

Proficiency In A Second Language

Students majoring in International Business are required to demonstrate introductory-level proficiency in a second language by passing a foreign language proficiency examination as administered by the University of South Alabama Department of Foreign Languages and Literature or by successfully completing the second semester of any approved elementary sequence in a foreign language.

Supply Chain & Logistics Management Major

The Supply Chain and Logistics Management (SCLM) major is designed to equip students with the skill sets necessary for successful careers in supply chain-related fields. As supply chain management becomes more seminal in competitive strategy, it is important for business leaders to have a strong appreciation for and understanding of the mechanics of supply chain and logistics management and the resulting impact on organizational performance. Given the global nature of supply chains, talent is needed to ensure the proper planning, implementation, and assessment of market-centered, adaptive, and agile supply chains worldwide.

Supply chain and logistics management employment opportunities are wide and varied. The following represents a small sampling of the specific types of jobs available to program graduates: procurement specialists; sourcing analysts; materials manager; sourcing commodity specialists; logistics customer service; transportation sourcing specialists; material coordinator; operations manager; inventory control; production scheduling; warehouse manager; logistics analysts; and quality manager.

Upon completion of the BSBA degree program in SCLM, students will be prepared to enter a wide-range of sectors, including manufacturing, distribution, services, and government. Additionally, the program provides a solid foundation for general MBA

programs, as well as specialized programs in supply chain management, logistics management, production and operations management, distribution management, transportation, marketing, and related areas.