Code # Enter text…

**Bulletin / Banner Change Transmittal Form**

**Undergraduate Curriculum Council** Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

|  |  |
| --- | --- |
| Sharon D. James 3/20/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Melodie Philhours 3/21/2018 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| C:\Users\mdhill\Desktop\matt hill sig.png 3/26/2018 **College Curriculum Committee Chair (M. Hill)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Jim Washam 3/27/2018 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Dr. John E. Mello, [jmello@astate.edu](mailto:jmello@astate.edu), 870-972-3515.

**2.Proposed Change**

Cross list Global Supply Chain Management courses as both GSCM and MKTG courses. Cross list MKTG 4313, Business Modeling and Optimization with GSCM.

**3.Effective Date**

7/2/2018

**4.Justification –** *Please provide details as to why this change is necessary.*

These courses are relevant to both Marketing and Global Supply Chain Management students. The two fields of study are closely allied in the business world. Cross listing the courses reflects that alignment and indicates that relationship to students in both fields of study.

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |
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| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For College of Business requirements, see p. 144)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  **Students with this major must take the following:**  *MATH 2143, Business Calculus with a “C” or better* ***OR***  *MATH 2194, Survey of Calculus* ***OR***  *MATH 2204, Calculus I*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| GSCM/ MKTG 3063, Transportation | 3 |
| GSCM/MKTG 3163, Supply Chain Management | 3 |
| MKTG 3023, Applied Research | 3 |
| MKTG/ GSCM 4313, Business Modeling and Optimization | 3 |
| GSCM/ MKTG 4103, Concepts of Business Logistics | 3 |
| GSCM/ MKTG 4123, Organizational Purchasing | 3 |
| GSCM/ MKTG 4133, International Logistics and Outsourcing | 3 |
| **Select one of the following:**  ACCT 3053, Cost Accounting with a Managerial Emphasis CIT 4453, Global E Commerce  CIT 4853, IT Project Management ECON 4103, International Trade  MGMT 4123, International Management MKTG 4113, International Marketing | 3 |
| **Sub-total** | **24** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | **19** |
| **Total Required Hours:** | **120** |

### Major in Global Supply Chain Management

168

### Major in International Business

Bachelor of Science

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

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| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For College of Business requirements, see p. 144)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  **Students with this major must take the following:**  *MATH 2143, Business Calculus with a “C” or better* ***OR***  *MATH 2194, Survey of Calculus* ***OR***  *MATH 2204, Calculus I*  *ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Language Requirements** | **Sem. Hrs.** |
| French, German, Chinese, Arabic, or Spanish  *International Business majors should take their foreign language during their freshman and sophomore years. No waiver will be allowed for the language requirement. If English is a second language, 12 hours of 3000 level English courses may be used to meet the language requirement.* | **12** |
| **Major Requirements:** | **Sem. Hrs.** |
| CIT 4453, Global E-Commerce | 3 |
| FIN 3813, International Financial Management and Banking | 3 |
| ECON/IB 4143, Export Policies and Procedures | 3 |
| GSCM/ MKTG 4133, International Logistics and Outsourcing | 3 |
| MKTG 4113, International Marketing | 3 |
| MGMT 3193, Social Impact Management | 3 |
| MGMT 4123, International Management | 3 |
| **Select one of the following:**  IB 3013, Global ~~Leadership~~ Experience  IB 4283, ~~International Business Practicum~~ Internship in International Business | 3 |
| **Sub-total** | **24** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | **7** |
| **Total Required Hours:** | **120** |
| **168** |  |

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### Major in Marketing

Bachelor of Science Emphasis in International Business

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For College of Business requirements, see p. 144)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  **Students with this major must take the following:**  *MATH 2143, Business Calculus with a “C” or better* ***OR***  *MATH 2194, Survey of Calculus* ***OR***  *MATH 2204, Calculus I*  *ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| GSCM/ MKTG 3163, Supply Chain Management | 3 |
| MKTG 3023, Applied Research | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (International Business):** | **Sem. Hrs.** |
| ECON/IB 4143, Export Policies & Procedures | 3 |
| FIN 3813, International Financial Management and Banking | 3 |
| GSCM/ MKTG 4133, International Logistics and Outsourcing | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 4113, International Marketing | 3 |
| **Select one of the following:**  CIT 4453, Global E-Commerce ECON 4103, International Trade  ECON 4363, Global Environmental Policies IB 3013, Global ~~Leadership~~ Experience  IB 4133, International Law  IB 4283, Internship in International Business ~~Studies~~ MGMT 3193, Social Impact Management | 3 |
| **Sub-total** | **18** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **10** |
| **Total Required Hours:** | **120** |

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### Major in Marketing

Bachelor of Science Emphasis in Marketing Analytics

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For College of Business requirements, see p. 144)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  **Students with this major must take the following:**  *MATH 2143, Business Calculus with a “C” or better.*  *MATH 2194, Survey of Calculus* ***OR***  *MATH 2204, Calculus I*  *ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MKTG 3023, Applied Research | 3 |
| GSCM/ MKTG 3163, Supply Chain Management | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (Marketing Analytics):** | **Sem. Hrs.** |
| MKTG 4213, Marketing Analytics | 3 |
| MKTG 4253, Data Analytics and Visualization | 3 |
| MKTG 3173, Category Management | 3 |
| **Select one of the following:**  CS 2114, Structured Programming  CIT 2033, Programming Fundamentals  CIT 3353, Mobile and Web Applications Development CIT 3403, Database Management  CIT 3413, Advanced Database Management CIT 3663, Data Mining  CIT 4453, Global E-commerce CIT 4853, IT Project Management  MKTG 4143, Advanced Category Management | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **16** |
| **Total Required Hours:** | **120** |

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### Major in Marketing

Bachelor of Science Emphasis in Logistics

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For College of Business requirements, see p. 144)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  **Students with this major must take the following:**  *MATH 2143, Business Calculus with a “C” or better* ***OR***  *MATH 2194, Survey of Calculus* ***OR***  *MATH 2204, Calculus I*  *ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| GSCM/ MKTG 3163, Supply Chain Management | 3 |
| MKTG 3023, Applied Research | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (Logistics):** | **Sem. Hrs.** |
| GSCM/ MKTG 3063, Transportation | 3 |
| GSCM/ MKTG 4103, Concepts of Business Logistics | 3 |
| GSCM/ MKTG 4133, International Logistics and Outsourcing | 3 |
| **Select one of the following:**  ACCT 3053, Cost Accounting with a Managerial Emphasis BCOM 3573, Managerial Communication  ECON 4333, Government Regulation of Business ECON 4343, Managerial Economics  GSCM/ MKTG 4123, Organizational Purchasing  GSCM 427V, Supply Chain Management Internship MGMT 4123, International Management  MKTG 3043, Retailing  MKTG 3093, Professional Selling  MKTG/ GSCM 4313, Business Modeling and Optimization | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **16** |
| **Total Required Hours:** | **120** |

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### Major in Marketing

Bachelor of Science ~~Emphasis in Marketing Management~~

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For College of Business requirements, see p. 144)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  **Students with this major must take the following:**  *MATH 2143, Business Calculus with a “C” or better* ***OR***  *MATH 2194, Survey of Calculus* ***OR***  *MATH 2204, Calculus I*  *ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| GSCM/ MKTG 3163, Supply Chain Management | 3 |
| MKTG 3023, Applied Research | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Emphasis Area (Marketing Management):** | **Sem. Hrs.** |
| MKTG 4113, International Marketing | 3 |
| **Select three of the following (at least one must be in MKTG):** ACCT 3053, Cost Accounting with a Managerial Emphasis BCOM 3573, Managerial Communication  ECON 4343, Managerial Economics MGMT 3183, Entrepreneurship  MKTG 3033, Advertising and Promotion **OR**  AD 3023, Principles of Advertising MKTG 3043, Retailing  MKTG 3093, Professional Selling MKTG 3173, Category Management  MKTG 3193, Sales Planning and Management MKTG 4023, Services Marketing  MKTG 4143, Advanced Category Management MKTG 4213, Marketing Analytics  MKTG 4253, Data Analytics and Visualization MKTG 428V, Marketing Internship  MKTG/ GSCM 4313, Business Modeling and Optimization  MKTG 4323, Advanced Sales | 9 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **16** |
| **Total Required Hours:** | **120** |

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### Department of Management and Marketing Minors

##### Minor in Entrepreneurship

|  |  |
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| **Required Courses:**  Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. | **Sem. Hrs.** |
| ACCT 2033, Introduction to Financial Accounting | 3 |
| ECON 2313, Principles of Macroeconomics **OR**  ECON 2323, Principles of Microeconomics | 3 |
| FIN 3713, Business Finance | 3 |
| MKTG 3013, Marketing | 3 |
| MGMT 3183, Entrepreneurship | 3 |
| MGMT 4163, Small Business Management | 3 |
| MGMT 4183, Family Business Management | 3 |
| **Total Required Hours:** | **21** |

**Minor in International Business**

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| **Required Courses:**  Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. | **Sem. Hrs.** |
| CIT 4453 Technologies for Global E-Commerce | 3 |
| ECON/IB 4143, Export Policies and Procedures | 3 |
| GSCM/MKTG 4133, International Logistics and Outsourcing | 3 |
| MGMT 3193 Social Impact Management | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 4113, International Marketing | 3 |
| **Total Required Hours:** | **18** |

**Minor in Logistics**

|  |  |
| --- | --- |
| **Required Courses:**  Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. | **Sem. Hrs.** |
| ECON 2313, Principles of Macroeconomics **OR**  ECON 2323, Principles of Microeconomics | 3 |
| GSCM 3063/ MKTG , Transportation | 3 |
| GSCM 3163/ MKTG , Supply Chain Management | 3 |
| GSCM/ MKTG 4103, Concepts of Logistics | 3 |
| GSCM/ MKTG 4133, International Logistics and Outsourcing | 3 |
| MKTG 3013, Marketing | 3 |
| **Total Required Hours:** | **18** |
|  |  |

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###### DEPARTMENT OF MANAGEMENT AND MARKETING

**Business Communications (BCOM)**

**BCOM 2563. Business Communication** Theories and principles of written, interpersonal, and oral communication. Prerequisite, ENG 1013. Fall, Spring, Summer. (ACTS#: BUSI 2013)

**BCOM 3573. Managerial Communication** Advanced business communication course to develop business reports and presentations and to investigate technological business communication systems. Prerequisite, BCOM 2563. Fall, Demand.

###### Global Supply Chain Management (GSCM)

**GSCM/**MKTG **3063. Transportation** Introduction to transportation systems with emphasis on the sig- nificance of transportation in the business and economic environment. The course is designed to familiarize students with a development of our transportation network, transportation prices, rate theory, and regulatory policies and procedures. Special course fees may apply. Prerequisite, ECON 2323. Spring.

**GSCM/**MKTG **3163. Supply Chain Management** Aspects of moving raw materials and finished goods through the firms networks of warehousing, inventory control, materials management, and order processing. The student will examine trade off possibilities and management alternatives to mini- mize cost of production flow and to maximize customer service. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.

**GSCM/**MKTG **4103. Concepts of Business Logistics** This course addresses the concepts, principles, and methods used to plan, organize, and manage logistics activities in the supply chain. Prereq- uisite, GSCM 3163. Fall.

**GSCM/**MKTG **4123. Organizational Purchasing** This course addresses strategic and operational aspects of purchasing functions in private and public organizations. Emphasis is placed on development and evaluation of suppliers. Prerequisite, MKTG 3013. Corequisite for Sales emphasis majors, MKTG 3093. Spring.

**GSCM/**MKTG **4133. International Logistics and Outsourcing** Systematic review of concepts involved in supply chain outsourcing, with emphasis on the selection of service suppliers, the organized movement of goods between firms in more than one nation, and the unique aspects of international logistic processes. Prerequisites, GSCM 3163 or MKTG 4113 or MGMT4123 or permission of Instructor. Fall.

**GSCM 427V. Supply Chain Management Internship** Provides practical supply chain management experience in business. Students will be assigned to work with regional firms and be supervised by an experienced professional. Special course fees may apply. Prerequisites, GSCM 3163 and consent of instructor. Fall, Spring, Summer.

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###### Marketing (MKTG)

**MKTG 4143. Advanced Category Management** Students apply the skills and knowledge acquired in Category Management to learn advanced category management processes, use the information systems and data resources available and develop sales presentations that effectively communicate solutions for businesses in different industries. Prerequisite, MKTG 3173. Spring.

**MKTG 419V. Special Problems in Marketing** Individual problems in marketing arranged in consultation with the instructor. Must be approved by the department chair. Special course fees may apply. Fall, Spring, Summer.

**MKTG 4213. Marketing Analytics** Students will harness the power of data in the marketing management decision process in a digital environment using analytics to identify/target profitable customers, expand relationships and share of business through analysis of customer digital behavior, spend data, and preferences. Prerequisite, MKTG 3013. Fall.

**MKTG 4223. Marketing Management** Evaluation and analysis of marketing strategies in competi- tive situations. Course examines various price, product, distribution, and promotion strategies that are essential to firms. Focus on the integration and assessment of these elements in developing and adapting a successful marketing strategy. Prerequisite, MKTG 3013. Fall, Spring, Demand.

**MKTG 4253. Data Analytics and Visualization Examination** Examination and application of procedures to extract the right data from the right sources, analyze this data using the right tools/ techniques and present the resultant current, relevant, and accurate information in a clear visual format that supports strategic decision making. Prerequisite, MKTG 3013. Spring.

**MKTG 426V. Sales Internship** Internship credit for students with a declared major in Marketing- Sales. Prerequisites, nine upper-level hours in the marketing-sales major, junior standing, and permission of instructor. Fall, Spring, Summer.

**MKTG 428V. Marketing Internship** Practical marketing experience a variety of settings. Students will be assigned to work with regional firms and supervised by an experienced professional to gain real world training. Special course fees may apply. Prerequisites, MKTG 3013 and consent of instructor. Fall, Spring, Summer.

**MKTG 431V. Health Care Marketing** The course explores a variety of environmental factors which affect the delivery of health services at all levels and discusses marketing approaches and techniques to best meet the needs of the community served. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG/**GSCM **4313. Business Modeling and Optimization** Introduction to the basic optimization methods in solving a variety of business problems, including linear programming, integer programming, network models, stochastic programming, and multicriteria optimization methods. Emphasis on the use of computer software in performing business optimization analysis. Prerequisite, CIT 3523. Spring.

**MKTG 4323. Advanced Sales** Team selling skills, industry standard strategic selling processes, customer relationship management strategies and systems. Prerequisite, MKTG 3093. Corequisite, MKTG 3193. Fall, Summer.

**MKTG 4343. Sports Marketing** The application of marketing principles and activities such as research, segmentation, product development, pricing, event marketing, sponsorship, consumer behavior, licensing, branding, advertising, and sales promotion tactics will be analyzed in the context of effective sports marketing. Special course fees may apply. Prerequisite, MKTG 3013. Summer.

**MKTG 4393. Social and Non Profi Marketing** Application of marketing in organizations addressing social issues related to health, environment, and community, with emphasis in sustainable business practices. Special course fees may apply. Prerequisite, MKTG 3013 or permission of instructor. Demand.

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