

Department of Marketing, Quantitative Analysis and Business Law

Office: 324 McCool Hall

This department offers one major (Marketing) and two concentrations (PGA Golf Management and Supply Chain Management). In addition, the department offers marketing, quantitative analysis and business law courses to support other programs in the college and across campus.

Marketing Major (MKT)

Marketing consists of three significant interlocking activities:

1. understanding consumers along with their wants and unfilled needs;
2. developing improved products and services that meet the identified needs of consumers; and
3. communicating the benefits of the improved products and services through advertising, public relations, promotion and effective salesmanship.

Courses offered within this unit prepare students to provide marketing leadership and assume a variety of career paths, including field sales, brand management, marketing communications, store management, procurement, logistics, and small business.

PGA Golf Management Concentration (PGM)

Director: Jeffrey W. Adkerson, PGA

Office: 309 McCool Hall; Phone: (662) 325-3161

The PGA Golf Management Program is the second oldest PGA Golf Management Program program accredited by the Professional Golfers' Association of America (PGA). The Program prepares graduates for careers as Class A PGA Professionals at country clubs, resorts, and public golf facilities. A PGA Professional must have a broad assortment of marketing, management and other business-related abilities to be effective in the golf profession today. The PGA Golf Management Program is a demanding four and one half year curriculum.

The 4 ½ year program leads to a bachelor's degree in business administration with a major in marketing. In addition to the requirements for a degree in marketing, students must complete courses in turf management, food management, landscape architecture, human resource management; and all PGA Golf Management requirements. Students must also complete a minimum of 16 months of co-op under the guidance of the MSU Cooperative Education Program. These work experiences are under the tutelage of Class A PGA Professionals throughout the country. Students are required to be continuously enrolled at MSU as full-time students or in the MSU Cooperative Education Program according to their co-op schedule. Those who complete the program thus earn a prestigious degree, and upon eligible employment, membership in the PGA of America.

PGA Membership. Please see PGA Golf Management staff to discuss PGA Membership Requirements.

PGA Golf Management Graduation Requirements. Students must complete the last semester in school (not on co-op). They must also pass the PGA Playing Ability Test, complete 16 months of co-op, and complete all levels of the PGA Golf Management Program.

PGA Golf Management Admission Procedures. The PGA Golf Management Program has a limited enrollment. The current enrollment limit is 200; however, this number is subject to change based on the placement outlook and PGA Golf Management and Co-op budget constraints. The number of students admitted each year is determined by graduation and attrition of the previous year. Students are admitted once per year for entrance in the fall semester. The deadline for completed applications is May 1 each year.

Entrance Requirements

Freshmen:

- Meet MSU regular admission requirements
- Have a USGA Handicap of 8 or less

Transfer Students:

- 2.5 GPA with maximum of 62 applied semester hours
- Have a USGA Handicap of 8 or less

Non-Citizen:

- The MSU PGA Golf Management Program is sanctioned by PGA of America to educate and train graduates to become PGA Members. International students must complete and sign a non-citizen form as required by the PGA of America.

Supply Chain Management Concentration (SCM)

Supply chain management continues to play a major role in the national and international economy. As businesses continue to focus on logistics and transportation improvements, job opportunities for graduates in the supply chain management concentration increase. The curriculum in the supply chain management concentration will acquaint the student with the issues, perspectives, and techniques associated with transportation and logistics theory and practice. It offers in-depth treatment of distribution, supply, warehousing, inventory control, and operations in the modes of transportation.

Marketing Major (MKT)

General Education Requirements

English Composition

| | | |
|-----------------------|--|---|
| EN 1103 or EN 1163 | English Composition I Accelerated Composition I | 3 |
| EN 1113 or EN 1173 | English Composition II Accelerated Composition II | 3 |

Mathematics

| | | |
|----------|---|---|
| MA 1313 | College Algebra | 3 |
| MA 1613 | Calculus for Business and Life Sciences I | 3 |
| BQA 2113 | Business Statistical Methods I | 3 |

Science

| | | |
|---|--|---|
| 2 Lab Sciences from General Education courses | | 6 |
|---|--|---|

Humanities

| | | |
|-------------------------------|--|---|
| See General Education courses | | 6 |
|-------------------------------|--|---|

Fine Arts

| | | |
|-------------------------------|--|---|
| See General Education courses | | 3 |
|-------------------------------|--|---|

Social Sciences

| | | |
|--------------------------------------|---------------------|---|
| PS 1113 | American Government | 3 |
| Introductory course in AN, PSY or SO | | 3 |

College Core

| | | |
|----------|---|---|
| BQA 3123 | Business Statistical Methods II | 3 |
| ACC 2013 | Principles of Financial Accounting | 3 |
| ACC 2023 | Principles of Managerial Accounting | 3 |
| EC 2113 | Principles of Macroeconomics | 3 |
| EC 2123 | Principles of Microeconomics | 3 |
| BL 2413 | The Legal Environment of Business | 3 |
| BIS 3233 | Management Information Systems | 3 |
| FIN 3113 | Financial Systems | 3 |
| FIN 3123 | Financial Management | 3 |
| MKT 3013 | Principles of Marketing | 3 |
| MGT 3114 | Principles of Management and Production | 4 |
| BUS 4853 | Business Policy | 3 |

Oral Communication Requirement

| | | |
|-----------------------|--|---|
| CO 1003 or CO 1013 | Fundamentals of Public Speaking Introduction to Communication | 3 |
|-----------------------|--|---|

Computer Literacy Requirement

| | | |
|----------|--|---|
| BIS 1012 | Introduction to Business Information Systems | 2 |
|----------|--|---|

Writing Requirement

| | | |
|----------|-------------------------------|---|
| MGT 3213 | Organizational Communications | 3 |
|----------|-------------------------------|---|

Major Core

| | | |
|--|--------------------|---|
| International Elective (see advisor for options) | | 3 |
| MKT 4413 | Consumer Behavior | 3 |
| MKT 4533 | Marketing Research | 3 |

| | | |
|---|---------------------------------------|------------|
| MKT 4813 | Marketing Management | 3 |
| Choose four of the following: | | 12 |
| MKT 3213 | Retailing | |
| MKT 4113 | Personal Selling | |
| MKT 4123 | Advertising | |
| MKT 4213 | Internet Marketing | |
| MKT 4423 | Strategic Brand Management | |
| MKT 4613 | Services Marketing | |
| MKT 4143 | Sales Management | |
| MKT 3933 | International Marketing | |
| MKT 3323 | International Logistics | |
| MKT 4033 | International Transportation | |
| MKT 4313 | Physical Distribution Management | |
| MKT 4333 | International Supply Chain Management | |
| Non-business electives (see advisor for options) ¹ | | 13 |
| Free electives (see advisor for options) ¹ | | 6 |
| Total Hours | | 124 |

¹ To be selected with the advice and approval of advisor

PGA Golf Management Concentration (PGM)

Director: Jeffrey W. Adkerson, PGA

Office: 309 McCool Hall; Phone: (662) 325-3161

Concentration Course Requirements

PGA Golf Management students are required to take all courses listed under the General Education and College requirements for Marketing in addition to the following courses:

| | | |
|--|---|------------|
| MKT 2211 | PGM Level I Seminar | 1 |
| MKT 2221 | Golf Professional Development I | 1 |
| MKT 2231 | Golf Professional Development II | 1 |
| MKT 2241 | Golf Professional Development III | 1 |
| MKT 2311 | Golf Professional Development IV | 1 |
| MKT 2251 | Golf Professional Development V | 1 |
| MKT 2223 | Introduction to Golf Swing Instruction | 3 |
| MKT 3213 | Retailing | 3 |
| MKT 4413 | Consumer Behavior | 3 |
| MKT 4533 | Marketing Research | 3 |
| MKT 4233 | Golf Operations Management | 3 |
| MGT 3513 | Introduction to Human Resource Management | 3 |
| PSS 2111 | Turf Management Lab | 1 |
| PSS 2113 | Introduction to Turfgrass Science | 3 |
| FNH 3283 | The Food Service System | 3 |
| International Elective (see advisor for options) | | 3 |
| Choose three of the following: | | 9 |
| MKT 3933 | International Marketing | |
| MKT 4113 | Personal Selling | |
| MKT 4123 | Advertising | |
| MKT 4143 | Sales Management | |
| MKT 4213 | Internet Marketing | |
| MKT 4423 | Strategic Brand Management | |
| MKT 4613 | Services Marketing | |
| Total Hours | | 124 |

Co-op Work

PGA Golf Management students must complete a minimum of 16 months of co-op work with Class A PGA professionals at country clubs, public golf courses, golf resorts, or other golf facilities. A 2.25 cumulative GPA on all work at MSU is required to earn credit for a specific work experience.

PGA Golf Management

PGA Golf Management students will complete all PGA Golf Management requirements including testing, which will be conducted on the Mississippi State University campus by officials of the PGA. An initial lab fee and a semester lab fee is charged students each semester on campus to cover the PGA Golf Management seminars, tests, workshops and playing privileges at the MSU Golf Course. A typical schedule of classes and co-ops are as follows:

Freshman Year

| | |
|---------------|----|
| Fall School | 16 |
| Spring School | 16 |
| Summer Co-op | |

Sophomore Year

| | |
|---------------|----|
| Fall School | 16 |
| Spring School | 16 |
| Summer Co-op | |

Junior Year

| | |
|---------------|----|
| Fall Co-op | |
| Spring School | 16 |
| Summer School | 12 |

Senior Year

| | |
|--------------------------|----|
| Fall School | 16 |
| Spring Co-op | |
| Summer Co-op | |
| Fall School (Graduation) | 16 |

Supply Chain Management Concentration (SCM)

Concentration Course Requirements

Supply Chain Management students are required to take all courses listed under the General Education and College requirements for Marketing in addition to the following courses:

| | | |
|--|---------------------------------------|------------|
| International Elective (see advisor for options) | | 3 |
| MKT 3323 | International Logistics | 3 |
| MKT 4033 | International Transportation | 3 |
| MKT 4313 | Physical Distribution Management | 3 |
| MKT 4333 | International Supply Chain Management | 3 |
| MKT 4413 | Consumer Behavior | 3 |
| MKT 4533 | Marketing Research | 3 |
| MKT 4813 | Marketing Management | 3 |
| Non-business electives (see advisor for options) | | 13 |
| Free electives | | 6 |
| Total Hours | | 124 |

Marketing Minor

A Marketing minor is offered to both Business and Non-Business students. A minor in Marketing is attained by taking the following courses:

| | | |
|-------------------------------|-------------------------|----|
| MKT 3013 | Principles of Marketing | 3 |
| MKT 4413 | Consumer Behavior | 3 |
| Choose four of the following: | | 12 |
| MKT 3213 | Retailing | |
| MKT 3933 | International Marketing | |
| MKT 4113 | Personal Selling | |

| | |
|----------|----------------------------------|
| MKT 4123 | Advertising |
| MKT 4143 | Sales Management |
| MKT 4213 | Internet Marketing |
| MKT 4533 | Marketing Research |
| MKT 4613 | Services Marketing |
| MKT 4313 | Physical Distribution Management |

Students interested in this minor should contact a Marketing advisor.