

Department of Marketing, Quantitative Analysis and Business Law

Office: 324 McCool Hall

This department offers one major (Marketing), two minors (Marketing and Business Analytics), and three concentrations (PGA Golf Management, Supply Chain Management, and Integrated Digital Marketing). 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: Adam Scott, 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 golf courses and other industry businesses. A PGA Professional must have a broad assortment of marketing, management and other business-related skills to be effective in the golf profession. 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:

- Meet MSU admission requirements
- 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.

Integrated Digital Marketing Concentration (IDM)

The internet and digital marketing have grown to become an important resource for organizations and consumers. As firms and individuals focus on utilizing digital tools and applications for all aspects of marketing from product development, consumer behavior and customer touch points, job opportunities for graduates in the integrated digital marketing concentration increase. The curriculum in the integrated digital marketing concentration will provide the student with the strategic application skills needed in the digital world. Students will be exposed to industry standard tools and techniques through the analyses and assessment of leading firm practices and the development of comprehensive applied projects.

Marketing Major (MKT)

General Education Requirements

English Composition

EN 1103	English Composition I	3
or EN 1104	Expanded English Composition I	
EN 1113	English Composition II	3
or EN 1173	Accelerated Composition II	

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
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Humanities

See General Education courses		6
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Fine Arts

See General Education courses		3
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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 3123	Financial Management	3
MKT 3013	Principles of Marketing	3
MKT 3323	International Logistics	3
MGT 3113	Principles of Management	3
BUS 4853	Business Policy	3

Oral Communication Requirement

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

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 3513	Marketing Internship	
MKT 4113	Personal Selling	
MKT 4123	Advertising	
MKT 4213	Internet Marketing	
MKT 4223	Social Media Marketing	
MKT 4423	Strategic Brand Management	
MKT 4613	Services Marketing	
MKT 4143	Sales Management	
MKT 3933	International Marketing	
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		123

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 2213	PGA Golf Facility Management I	3
MKT 2223	Introduction to Golf Swing Instruction	3
MKT 2233	Intermediate Golf Instruction	3
MKT 2243	PGA Golf Facility Management II	3
MKT 2252	Advanced Golf Instruction	2
MKT 3213	Retailing	3
MKT 4234	Golf Operations Management	4
MKT 4413	Consumer Behavior	3
MKT 4533	Marketing Research	3
MGT 3513	Introduction to Human Resource Management	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 4223	Social Media Marketing	
MKT 4423	Strategic Brand Management	
MKT 4613	Services Marketing	
Total Hours		123

Co-op Work

PGA 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 to 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		123

Integrated Digital Marketing Concentration (IDM)

Concentration Course Requirements

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

MKT 4213	Internet Marketing	3
MKT 4223	Social Media Marketing	3
Choose two of the following:		6
MKT 4123	Advertising	
MKT 4423	Strategic Brand Management	
MKT 3513	Marketing Internship (with prior approval)	
MKT 3213	Retailing	
Total Hours		123

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 3323	International Logistics	
MKT 3513	Marketing Internship	
MKT 3933	International Marketing	
MKT 4033	International Transportation	
MKT 4113	Personal Selling	
MKT 4123	Advertising	
MKT 4143	Sales Management	
MKT 4213	Internet Marketing	
MKT 4223	Social Media Marketing	
MKT 4333	International Supply Chain Management	
MKT 4423	Strategic Brand Management	
MKT 4533	Marketing Research	
MKT 4613	Services Marketing	
MKT 4313	Physical Distribution Management	

Students interested in this minor should contact a Marketing advisor.

Business Analytics Minor

The minor will provide students with both an appreciation of the use of analytic techniques in business and the practical skills to implement and understand these techniques. Students completing the minor will obtain a range of real world technical skills, such as using R, SAS, Tableau, and Excel. They will also gain insight into a wide range of business problems and scenarios. A specific niche/competitive advantage of this program is that students will be introduced to a range of software, such as widely used free analytics software (e.g., R). The minor will give commercially useful skills to many existing business students, such as those in accounting, business administration, business information systems, business economics, finance, and marketing. It also will provide business analytic skills for many non-business majors in areas such as computer science, engineering, mathematics, and psychology.

Analytics Skills		9
Choose 3		
BQA 4413/6413	Business Forecasting and Predictive Analytics	
BQA 4423/6423	Business Decision Analysis	
EC 4643/6643	Economic Forecasting and Analysis	
BIS 3753	Business Database Systems	
Analytics Applications		6

Choose 2

ACC 3003	Accounting Information Systems I
ACC 3053	Accounting Information Systems II
BIS 4533	Decision Support Systems
MKT 4033	International Transportation
MKT 4333	International Supply Chain Management
MKT 4533	Marketing Research

Total Hours

15