

# Department of Marketing, Quantitative Analysis and Business Law

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Office: 324 McCool Hall

This department offers two majors (Marketing and Supply Chain Logistics), two minors (Marketing and Business Analytics), and two concentrations (PGA Golf 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 the PGA Golf Management requirements as well as complete the PGA/PGM education curriculum (provided by the PGA) that includes subject matter in facility management and teaching & coaching the game of golf. 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

## 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.

## Supply Chain Logistics Major (SCL)

The Supply Chain Logistics major will equip students with the knowledge and skills required for careers in logistics and other supply chain related areas such as procurement, operations, manufacturing, transportation, and distribution. Supply Chain Logistics is an integrated program of study focused on the efficient and effective flow of information, materials, and products within and among organizations. The curriculum provides students the analytical, critical thinking, and logistical reasoning skills to make sound operational and strategic business decisions related to logistics and supply chain operations.

## Marketing Major (MKT)

### General Education Requirements

#### English Composition

EN 1103 or EN 1104	English Composition I Expanded English Composition I	3-4
EN 1113 or EN 1173	English Composition II Accelerated Composition II	3

#### Mathematics

MA 1313	College Algebra	3
MA 1613 or MA 1713	Calculus for Business and Life Sciences I Calculus I	3
BQA 2113 or MA 2113 or ST 2113	Business Statistical Methods I Introduction to Statistics Introduction to Statistics	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

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
BIS 3233	Management Information Systems	3
BL 2413	The Legal Environment of Business	3
BQA 3123	Business Statistical Methods II	3
BUS 4853	Business Policy	3
FIN 3123	Financial Management	3
MGT 3113	Principles of Management	3
MKT 3013	Principles of Marketing	3
MKT 3323	International Logistics	3

#### Oral Communication Requirement

CO 1003 or CO 1013	Fundamentals of Public Speaking Introduction to Communication	3
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<b>Computer Literacy Requirement</b>		
BIS 1012 or TECH 1273	Introduction to Business Information Systems Computer Applications	2-3
<b>Writing Requirement</b>		
MGT 3213	Organizational Communications	3
<b>Major Core</b>		
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	
Free electives (see advisor for options) <sup>1</sup>		19
<b>Total Hours</b>		<b>123</b>

<sup>1</sup> To be selected with the advice and approval of advisor

## PGA Golf Management Concentration (PGM)

### 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	
<b>Total Hours</b>		<b>123</b>

## 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 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		15
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

## 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	
<b>Total Hours</b>		<b>12</b>

## Supply Chain Logistics Major (SCL)

### General Education Requirements

#### English Composition

EN 1103	English 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
<b>Science</b>		
2 Lab Sciences from General Education courses		6
<b>Humanities</b>		
See General Education courses		6
<b>Fine Arts</b>		
See General Education courses		3
<b>Social Sciences</b>		
PS 1113	American Government	3
See General Education courses (except AEC, EC)		3
<b>College Core</b>		
ACC 2013	Principles of Financial Accounting	3
ACC 2023	Principles of Managerial Accounting	3
BIS 3233	Management Information Systems	3
BL 2413	The Legal Environment of Business	3
BQA 3123	Business Statistical Methods II	3
BUS 4853	Business Policy	3
EC 2113	Principles of Macroeconomics	3
EC 2123	Principles of Microeconomics	3
FIN 3123	Financial Management	3
MGT 3113	Principles of Management	3
MKT 3013	Principles of Marketing	3
MKT 3323	International Logistics	3
<b>Oral Communication Requirement</b>		
CO 1003	Fundamentals of Public Speaking	3
or CO 1013	Introduction to Communication	
<b>Computer Literacy Requirement</b>		
BIS 1012	Introduction to Business Information Systems	2
<b>Writing Requirement</b>		
MGT 3213	Organizational Communications	3
<b>Major Core</b>		
International Elective (see advisor for options)		3
MKT 4013	Procurement	3
MKT 4033	International Transportation	3
MKT 4333	International Supply Chain Management	3
<b>Supply Chain Electives</b>		
Choose three of the following:		
MKT 3213	Retailing	
MKT 4113	Personal Selling	
MKT 4143	Sales Management	
MKT 4313	Physical Distribution Management	
MKT 4413	Consumer Behavior	
MKT 4533	Marketing Research	
BQA 4413	Business Forecasting and Predictive Analytics	
BQA 4423	Business Decision Analysis	
BL 3223	The Law of Commercial Transactions	
BL 4243	Legal Aspects of Entrepreneurship	
BL 4273	International Business Law	
Free electives (see advisor for approved options)		19
<b>Total Hours</b>		<b>120</b>

## 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 4313	Physical Distribution Management	
MKT 4333	International Supply Chain Management	
MKT 4423	Strategic Brand Management	
MKT 4533	Marketing Research	
MKT 4613	Services Marketing	
<b>Total Hours</b>		<b>18</b>

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.

<b>Analytics Skills</b>		<b>9</b>
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 <sup>1</sup>	
<b>Analytics Applications</b>		<b>6</b>
Choose 2		
ACC 3003	Accounting Information Systems I	
ACC 3053	Accounting Information Systems II	
BIS 3753	Business Database Systems	
BIS 4533	Decision Support Systems	
CSE 4503	Database Management Systems	
CSE 4633	Artificial Intelligence	
FIN 4243	Senior Seminar in Financial Management	
FIN 4423	Investments	
MKT 4033	International Transportation	
MKT 4333	International Supply Chain Management	

MKT 4533

Marketing Research

**Total Hours****15**

<sup>1</sup> BIS 3753 can only count once, for either the skills or the applications section.

## Supply Chain Logistics Minor

Since every organization is dependent on logistics and supply chain systems, students in areas as diverse as engineering, agribusiness, human sciences, or business may benefit from this minor. Students improve understanding of core supply chain management functions such as operations, transportation, and distribution.

### Major/Minor Required Courses

MKT 3013	Principles of Marketing	3
MKT 3323	International Logistics	3
MKT 4333	International Supply Chain Management	3

### Optional Courses

MKT 3213	Retailing	3
MKT 4113	Personal Selling	3
MKT 4143	Sales Management	3
MKT 4313	Physical Distribution Management	3
BQA 4413	Business Forecasting and Predictive Analytics	3
BQA 4423	Business Decision Analysis	3

Other Electives approved by department

**Total Hours****15**