

# DEPARTMENT OF MARKETING

## Mission Statement

The Department of Marketing is dedicated to creating knowledge through cutting-edge research that enhances the understanding of marketing and consumer behavior and provides benefits to consumers, business, and public policy, and to sharing knowledge by providing students with the highest quality marketing education through a nurturing environment of hands-on learning.

The Department of Marketing offers a Bachelor of Business Administration (B.B.A.) degree in Marketing. Within the marketing degree, a track in Sport, Event and Tourism Management may also be pursued.

The marketing degree provides students with the theory and methods used by businesses to develop strategies for designing, pricing, distributing, and promoting the firm's offerings. Courses present practical treatment of such topics as marketing strategy, customer demand analysis, market segmentation, promotion management, consumer behavior and decision making, and international marketing. Graduates can choose from a wide range of careers including marketing management, advertising, personal selling, retailing, international marketing, and marketing research.

The Sport, Event and Tourism Management track provides the opportunity for a comprehensive business education that can allow students to enter into careers in sport management and marketing, event management, travel and tourism, and destination marketing.

- B.B.A. degree in Marketing (p. 1)
- B.B.A. degree in Marketing - Sport, Event and Tourism Management (SET) Track (p. 2)

## Bachelor of Business Administration Degree in Marketing

The minimum number of semester credit hours required for Bachelor of Business Administration (B.B.A.) degree in Marketing is 120, at least 39 of which must be at the upper-division level.

All candidates seeking this degree must fulfill the Core Curriculum requirements, the Common Body of Knowledge (CBK) requirements, and the degree requirements, which are listed below.

### Core Curriculum Requirements (42 semester credit hours)

Students seeking the B.B.A. degree in Marketing must fulfill University Core Curriculum requirements in the same manner as other students.

MAT 1053 and MAT 1133 should be used to satisfy the core requirement in Mathematics (020) and the core requirement in the Component Area Option (090). ECO 2023 should be used to satisfy the core requirement in Social and Behavioral Sciences (080).

MAT 1053, MAT 1133, and ECO 2023 may be used to satisfy both Core Curriculum requirements and Common Body of Knowledge (CBK) requirements.

All degrees in the Carlos Alvarez College of Business require 120 hours. If students elect to take a course that satisfies both a Core and ACOB

requirement, students may need to take an additional course to meet the 120 hours.

### Core Curriculum Component Area Requirements (<http://catalog.utsa.edu/undergraduate/bachelorsdegreeregulations/degreerequirements/corecurriculumcomponentarearequirements/>)

First Year Experience Requirement	3
Communication	6
Mathematics	3
Life and Physical Sciences	6
Language, Philosophy and Culture	3
Creative Arts	3
American History	6
Government-Political Science	6
Social and Behavioral Sciences	3
Component Area Option	3
<b>Total Credit Hours</b>	<b>42</b>

### Common Body of Knowledge (CBK)

All students seeking a B.B.A. degree in the Carlos Alvarez College of Business must complete the following Common Body of Knowledge (CBK) courses in addition to the Core Curriculum.

ACC 2013	Principles of Accounting I	3
ACC 2033	Principles of Accounting II	3
ECO 2013	Introductory Macroeconomics	3
ECO 2023	Introductory Microeconomics (satisfies Social and Behavioral Sciences Core Curriculum requirement)	3
FIN 3013	Principles of Business Finance	3
GBA 2013	Legal, Social and Ethical Issues in Business	3
IS 1403 or IS 1413	Business Information Systems Fluency Excel for Business Information Systems	3
IS 3003	Principles of Information Systems for Management	3
MAT 1053	Mathematics for Business (satisfies Mathematics Core Curriculum requirement; this course is not required for Actuarial Science majors) <sup>1</sup>	3
MAT 1133	Calculus for Business (satisfies Mathematics or Component Area Option Core Curriculum requirement; Actuarial Science majors must take MAT 1213 in lieu of MAT 1133)	3
MGT 3003	Business Communication and Professional Development	3
MGT 3013	Introduction to Organization Theory, Behavior, and Management	3
MGT 4893	Management Strategy (taken in semester of graduation)	3
MKT 3013	Principles of Marketing	3
MS 1023	Business Statistics with Computer Applications I (Actuarial Science majors must take STA 3003 in lieu of MS 1023)	3
MS 3043	Business Statistics with Computer Applications II (Actuarial Science majors must take STA 3513 in lieu of MS 3043)	3

MS 3053	Management Science and Operations Technology	3
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**Note: Students majoring in Actuarial Science, Economics, Finance, Operations and Supply Chain Management and Business Analytics are strongly encouraged to select IS 1413 Excel for Business Information Systems. IS 1413 is required for Accounting majors.**

<sup>1</sup> Students may elect to substitute MAT 1093 Precalculus for MAT 1053 Mathematics for Business. Students electing to take MAT 1093 will need to meet prerequisites or achieve satisfactory performance on a placement examination. Visit UTSA Testing Services for more information regarding math placement exams.

In addition to the Core Curriculum requirements and requirements from the Carlos Alvarez College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following degree requirements.

### Gateway Course

Students pursuing the B.B.A. degree in Marketing and Marketing with a Sport, Event and Tourism Management (SET) Track, whether they are a declared major or a business studies pathway student, must successfully complete the business math gateway course MAT 1053 (TCN MATH 1324) or equivalent with a grade of "C-" or better in no more than two attempts. A student who is unable to successfully complete this course within two attempts, including dropping the course with a grade of "W" or by taking an equivalent course at another institution, will be required to change their major outside of business. **Upon the second failed attempt students will be changed to undeclared and will not be eligible for a Bachelor of Business Administration (B.B.A) or a Bachelor of Arts in Economics degree.**

Code	Title	Credit Hours
MAT 1053	Mathematics for Business	3

### Degree Requirements (without track)

Code	Title	Credit Hours
<b>A. Major Requirements</b>		<b>21</b>
MKT 3063	Professional Selling	
MKT 3083	Marketing Research	
MKT 4073	International Marketing	
MKT 4093	Consumer Behavior	
MKT 4893	Marketing Capstone	
6 semester hours of upper-division Marketing electives <sup>1</sup>		
<b>B. Support work</b>		<b>60</b>
Business Common Body Knowledge (51 SCH) (9 SCH Satisfy Core Curriculum Requirements)		
Option 1: Complete a Business Competency (9 semester credit hours in a competency)		
Option 2: Complete 9 semester credit hours of upper-division business courses		
<b>C. Free Electives</b>		<b>6</b>
6 semester credit hours of free electives		
<b>Total Credit Hours</b>		<b>87</b>

<sup>1</sup> The Marketing department recommends MKT 4933 Internship in Marketing

### Degree Requirements for Sport, Event and Tourism Management (SET) Track

Code	Title	Credit Hours
<b>A. Major requirements</b>		<b>27</b>
MKT 3063	Professional Selling	
MKT 4073	International Marketing	
MKT 3083	Marketing Research	
MKT 4093	Consumer Behavior	
MKT 4893	Marketing Capstone	
Select four of the following courses:		
MKT 4143	Sports Marketing	
SET 3283	Sport and Event Media Relations	
SET 3233	Sport Management	
SET 4813	Special Topics in Sport, Event and Tourism Management	
SET 4943	Internship in Sport, Event and Tourism Management	
<b>B. Support work -- SET Track</b>		<b>57</b>
Business Common Body Knowledge (51 SCH) (9 SCH satisfy core curriculum requirements)		
6 semester credit hours of upper-division business courses		
<b>C. Free Electives</b>		<b>3</b>
3 semester credit hours of free electives		
<b>Total Credit Hours</b>		<b>87</b>

Students who choose the SET track may have the designation indicated on their transcripts. The track designation will not appear on the diploma.

### Course Sequence Guide for B.B.A. Degree in Marketing

This course sequence guide is designed to assist students in completing their UTSA undergraduate business degree requirements. This is a term-by-term sample course guide. Students must satisfy other requirements in their catalog and meet with their academic advisor for an individualized degree plan. Progress within this guide depends upon such factors as course availability, individual student academic preparation, student time management, work obligations, and individual financial considerations. Students may choose to take courses during Summer terms to reduce course loads during long semesters.

#### Recommended Four-Year Academic Plan

First Year		Credit Hours
Fall		
AIS 1233	AIS: Business	3
MAT 1053	Mathematics for Business (core and CBK)	3
WRC 1013	Freshman Composition I (core)	3
American History (core)		3
Life & Physical Sciences (core)		3
<b>Credit Hours</b>		<b>15</b>
Spring		
ACC 2013	Principles of Accounting I (CBK)	3

ECO 2023	Introductory Microeconomics (core and CBK) <sup>1</sup>	3
IS 1403 or IS 1413	Business Information Systems Fluency (CBK) or Excel for Business Information Systems	3
MAT 1133	Calculus for Business (core and CBK) <sup>1</sup>	3
WRC 1023	Freshman Composition II (core)	3
<b>Credit Hours</b>		<b>15</b>

**Second Year**

**Fall**

ACC 2033	Principles of Accounting II (CBK)	3
ECO 2013	Introductory Macroeconomics (CBK)	3
IS 3003	Principles of Information Systems for Management (CBK)	3
MS 1023	Business Statistics with Computer Applications I (CBK)	3
MKT 3013	Principles of Marketing	3
<b>Credit Hours</b>		<b>15</b>

**Spring**

MS 3043	Business Statistics with Computer Applications II (CBK)	3
MGT 3003	Business Communication and Professional Development (CBK)	3
MGT 3013	Introduction to Organization Theory, Behavior, and Management (CBK)	3
FIN 3013	Principles of Business Finance (CBK)	3
Life & Physical Sciences (core)		3
<b>Credit Hours</b>		<b>15</b>

**Third Year**

**Fall**

MS 3053	Management Science and Operations Technology (CBK)	3
MKT 3083	Marketing Research (major)	3
MKT 3063	Professional Selling (major)	3
American History (core)		3
Government-Political Science (core)		3
<b>Credit Hours</b>		<b>15</b>

**Spring**

MKT 4093	Consumer Behavior (major)	3
MKT 4073	International Marketing (major)	3
GBA 2013	Legal, Social and Ethical Issues in Business (CBK)	3
Government-Political Science (core)		3
Creative Arts (core)		3
<b>Credit Hours</b>		<b>15</b>

**Fourth Year**

**Fall**

Upper-division MKT elective (3XXX or 4XXX level) (support work in major)		3
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Upper-division business elective or competency course (additional support work)		3
Upper-division business elective or competency course (additional support work)		3
Business or non-business elective (free elective)		3
Language, Philosophy & Culture (core)		3

**Credit Hours 15**

**Spring**

MGT 4893	Management Strategy (CBK)	3
MKT 4893	Marketing Capstone (major)	3
Upper-division MKT elective (3XXX or 4XXX level) (support work in major)		3
Upper-division business elective or competency course (additional support work)		3
Business or non-business elective (free elective)		3

**Credit Hours 15**

**Total Credit Hours 120**

<sup>1</sup> Carlos Alvarez College of Business students should take MAT 1053, MAT 1133, and ECO 2023 to satisfy both Core Curriculum and CBK requirements.

**Course Sequence Guide for B.B.A. Degree in Marketing with a Sport, Event and Tourism Management (SET) Track**

This course sequence guide is designed to assist students in completing their UTSA undergraduate business degree requirements. This is a term-by-term sample course guide. Students must satisfy other requirements in their catalog and meet with their academic advisor for an individualized degree plan. Progress within this guide depends upon such factors as course availability, individual student academic preparation, student time management, work obligations, and individual financial considerations. Students may choose to take courses during Summer terms to reduce course loads during long semesters.

**Recommended Four-Year Academic Plan**

**First Year**

		<b>Credit Hours</b>
<b>Fall</b>		
AIS 1203	Academic Inquiry and Scholarship (core)	3
MAT 1053	Mathematics for Business (core and CBK)	3
WRC 1013	Freshman Composition I (core)	3
American History (core)		3
Life & Physical Sciences (core)		3
<b>Credit Hours</b>		<b>15</b>

**Spring**

ECO 2023	Introductory Microeconomics (core and CBK) <sup>1</sup>	3
IS 1403 or IS 1413	Business Information Systems Fluency (CBK) or Excel for Business Information Systems	3
MAT 1133	Calculus for Business (core and CBK) <sup>1</sup>	3
WRC 1023	Freshman Composition II (core)	3

Creative Arts (core)		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
ACC 2013	Principles of Accounting I (CBK)	3
ECO 2013	Introductory Macroeconomics (CBK)	3
MS 1023	Business Statistics with Computer Applications I (CBK)	3
MKT 3013	Principles of Marketing	3
Language, Philosophy & Culture (core)		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
ACC 2033	Principles of Accounting II (CBK)	3
MGT 3003	Business Communication and Professional Development (CBK)	3
MS 3043	Business Statistics with Computer Applications II (CBK)	3
Government-Political Science (core)		3
Life & Physical Sciences (core)		3
<b>Credit Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>Fall</b>		
GBA 2013	Legal, Social and Ethical Issues in Business (CBK)	3
MKT 3083	Marketing Research (major)	3
MS 3053	Management Science and Operations Technology (CBK)	3
SET Track Course (support work in major)		3
Government-Political Science (core)		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
FIN 3013	Principles of Business Finance (CBK)	3
MKT 3063	Professional Selling (major)	3
MKT 4093	Consumer Behavior (major)	3
SET Track Course (support work in major)		3
Free Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall</b>		
IS 3003	Principles of Information Systems for Management (CBK)	3
MGT 3013	Introduction to Organization Theory, Behavior, and Management (CBK)	3
MKT 4073	International Marketing (major)	3
SET Track Course (support work in major)		3
Upper-division business elective (additional support work)		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
MGT 4893	Management Strategy (CBK)	3
MKT 4893	Marketing Capstone (major)	3
American History (core)		3

SET Track Course (support work in major)	3
Upper-division business elective (additional support work)	3
<b>Credit Hours</b>	<b>15</b>
<b>Total Credit Hours</b>	<b>120</b>

<sup>1</sup> Carlos Alvarez College of Business students should take MAT 1053, MAT 1133, and ECO 2023 to satisfy both Core Curriculum and CBK requirements.

- Minor in Marketing (p. 4)
- Minor in Sport Management (p. 4)

## Minor in Marketing

All students pursuing the Minor in Marketing must complete 18 semester credit hours.

Code	Title	Credit Hours
<b>A. Required coursework</b>		<b>3</b>
MKT 3013	Principles of Marketing	
<b>B. Additional courses</b>		<b>15</b>
Select five of the following courses:		
MKT 3043	Advertising	
MKT 3063	Professional Selling	
MKT 3113	Retailing	
MKT 4053	Innovation and New Product Development	
MKT 4073	International Marketing	
MKT 4093	Consumer Behavior	
MKT 4143	Sports Marketing	
MKT 4233	Integrated Marketing Communications	
MKT 4953	Special Studies in Marketing	
MKT 4033	Social Media Marketing	
MKT 4253	Digital Marketing	
<b>Total Credit Hours</b>		<b>18</b>

To declare a Minor in Marketing, obtain advice, and seek approval of substitutions for course requirements, students must consult their academic advisor.

## Minor in Sport Management

All students pursuing the Minor in Sport Management must complete 18 semester credit hours of coursework.

Code	Title	Credit Hours
<b>A. Required Courses</b>		<b>9</b>
MKT 3013	Principles of Marketing	
SET 3233	Sport Management	
SET 3283	Sport and Event Media Relations	
<b>B. Elective Courses</b>		<b>9</b>
Select three courses from the list below:		
MKT 4143	Sports Marketing	
MKT 4353	Service Operations Management	
SET 3343	Event Marketing Management	
SET 3353	Destination Marketing Management	

SET 3543	Sports Economics
SET 4233	Sport Facility and Event Management
SET 4813	Special Topics in Sport, Event and Tourism Management <sup>1</sup>
SET 4943	Internship in Sport, Event and Tourism Management <sup>2</sup>

**Total Credit Hours** **18**

<sup>1</sup> Must be related to sports.

<sup>2</sup> Must be related to sports, but can be cross-listed with other majors.

## Marketing (MKT) Courses

### **MKT 3003. Happiness, Well Being, and Modern Consumerism. (3-0) 3 Credit Hours.**

Got Happiness? This course provides an introduction to modern consumerism and how it relates to our happiness, well-being and aspects of human experience. Students will gain an understanding of the complex world of consumerism, how companies offer "happiness", and where marketing practice meets the science of well-being. Differential Tuition: \$126. Course fee: DL01 \$75.

### **MKT 3013. Principles of Marketing. (3-0) 3 Credit Hours.**

Introduction to basic principles of marketing. An examination of market analysis methods and their use to develop the organization's product mix and the integration of the communication, distribution, and pricing strategies to achieve goals. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course Fee: DL01 \$75.

### **MKT 3043. Advertising. (3-0) 3 Credit Hours.**

Prerequisite: MKT 3013 with a grade of "C-" or better. The course stresses planning advertising strategy, developing messages, selecting media, and testing effectiveness. Also explores the theory, history, social and economic aspects, and problems of ethics and truth in advertising. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

### **MKT 3063. Professional Selling. (3-0) 3 Credit Hours.**

Prerequisite: MKT 3013 with a grade of "C-" or better. Focuses on the basic selling skills used by professional salespeople. Skills include rapport building, uncovering prospect needs, selling benefits rather than features, the sales presentation, overcoming objections, closing the sale, and much more. (Formerly MKT 3163. Credit cannot be earned for both MKT 3063 and MKT 3163.) Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course Fee: DL01 \$75.

### **MKT 3083. Marketing Research. (3-0) 3 Credit Hours.**

Prerequisites: MKT 3013 with a grade of "C-" or better, MS 1023 or the equivalent, and MS 3043 or the equivalent. Explores the techniques of marketing research as the means to discover opportunities for investing the firm's resources in its product offerings, including research design, sampling, data collection and analysis, and presentation of findings for marketing action. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

### **MKT 3113. Retailing. (3-0) 3 Credit Hours.**

Prerequisite: MKT 3013 with a grade of "C-" or better. Examination of retailing as a specialized economic and social institution within the distribution process. Emphasis is on strategy and resource management for the retail firm; critical variables, forces, and processes are examined from a managerial perspective. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

### **MKT 4033. Social Media Marketing. (3-0) 3 Credit Hours.**

The invention of social media (web 2.0) has radically changed the way we interact with the world. Students will gain knowledge and social media marketing tactical skills through coursework and hands-on practice. Students will also learn proven approaches to understanding your target market, audience engagement, influencer marketing, content curation, strategic planning, campaign execution, paid advertising, data analysis, ROI, and much more. Differential Tuition: \$126. Course Fee: DL01 \$75.

### **MKT 4053. Innovation and New Product Development. (3-0) 3 Credit Hours.**

Prerequisite: MKT 3013 with a grade of "C-" or better. New products and services are critical to the success and growth of all organizations. This course covers the entire product development process, from identifying customer needs, to generating concepts, to prototyping and design, to product launch. Participants will also learn how to build business cases to gain venture capital and/or angel funding, as well as protect their inventions with patents and trademarks. Students in the New Product Development course will learn best practice examples from the industry using case studies, and will have an opportunity to apply their knowledge in a team project. Differential Tuition: \$126.

### **MKT 4073. International Marketing. (3-0) 3 Credit Hours.**

Prerequisites: MKT 3013 with a grade of "C-" or better. An overview of concepts, processes, and strategies necessary to offer goods and services successfully in the global marketplace. Focus is on analyzing and assessing political, economic, technological, cultural, and competitive climates in global markets; defining the nature of important needs within the consumer and/or business segments of the country; the selection of countries or regions for market expansion strategies; the selection of target customers; and the design of strategies to facilitate market entry and subsequent expansion. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

### **MKT 4093. Consumer Behavior. (3-0) 3 Credit Hours.**

Prerequisites: MKT 3013 with a grade of "C-" or better. Focus on the customer as a primary consideration in strategic marketing decisions. Analysis of personal and environmental variables in the customer's world as the basis for market segmentation and subsequent formulation of the marketing mix. Generally offered: Fall, Spring. Differential Tuition: \$126. Course fee: DL01 \$75.

### **MKT 4143. Sports Marketing. (3-0) 3 Credit Hours.**

Prerequisite: MKT 3013 with a grade of "C-" or better. An overview of the marketing concepts, practices, and processes involved in offering and promoting goods and services in the sports industry. Emphasis on developing an understanding of unique aspects of the sports industry and on adapting general marketing principles to the domain of sports marketing. Generally offered: Spring. Differential Tuition: \$126. Course Fee: DL01 \$75.

### **MKT 4193. Sustainability and Marketing. (3-0) 3 Credit Hours.**

Prerequisite: MKT 3013 with a grade of "C-" or better. Consumers are becoming increasingly aware that their choices impact our planet's health. Critics argue that marketing is part of the problem by encouraging our overconsumption of resources. Students will rethink how sustainability positively impacts the world while thriving in industry and learn the key elements of developing a sustainability marketing strategy and branding approach. Discuss global trends and issues that influence sustainable product success. Better understand how marketing has a vital and unique role in creating a more sustainable society through product innovation, distribution partners, vendor selection, and advertising. Differential Tuition: \$126.

**MKT 4233. Integrated Marketing Communications. (3-0) 3 Credit Hours.**

Prerequisite: MKT 3013 with a grade of "C-" or better. Technological advances have made running marketing campaigns increasingly complex. Integrated Marketing Communications (IMC) teaches students how to formulate a contemporary strategy to engage with consumers on their buying journey through multiple touchpoints. IMC combines research, digital marketing, communications, advertising, sales, public relations, product design, etc., into a coordinated effort to drive brand growth. Generally offered: Fall, Spring. Differential Tuition: \$126.

**MKT 4253. Digital Marketing. (3-0) 3 Credit Hours.**

Prerequisite: MKT 3013 with a grade of "C-" or better. Digital marketing is essential to marketing strategy, yet managers still struggle with the continuously evolving digital landscape. In this course, students will develop a systematic understanding of digital marketing by learning concepts and tools to launch and measure marketing strategies. Topics generally will include the importance of keywords (SEO/SEM), website structure, digital advertising, email marketing, emerging platforms, running search engine paid advertising campaigns, and analysis. Differential Tuition: \$126. Course Fee: DL01 \$75.

**MKT 4353. Service Operations Management. (3-0) 3 Credit Hours.**

Prerequisites: MKT 3013 with a grade of "C-" or better. In-depth examination of operations management practices in service-oriented environments. Subjects embrace materials from operations management, logistics, marketing, economics, and management in a broad spectrum of service organizations. The course looks at strategic concepts in modern service management and presents analytical tools for business decision making. Topics include, but are not limited to, service quality, process design, facility location analysis and site selection, waiting line models, inventory management in services, demand forecasting, workforce scheduling, learning curve models, overbooking, service supply chain, and integrated service operations management. (Same as MS 4353. Credit cannot be earned for both MKT 4353 and MS 4353. Marketing majors cannot take MS 4353 as an upper-division Marketing elective.) Differential Tuition: \$126.

**MKT 4453. Marketing Analytics. (3-0) 3 Credit Hours.**

Prerequisite: MS 3043 (or equivalent) and MKT 3013, with a grade of "C-" or better. This course introduces students to the process of making marketing decisions using data-driven techniques. Specifically, this course emphasizes question formulation, hypothesis development, data analysis, model building, and model testing to demonstrate various methods. Differential Tuition: \$126. Course Fee: DL01 \$75.

**MKT 4893. Marketing Capstone. (3-0) 3 Credit Hours.**

Prerequisites: MKT 3013 with a grade of "C-" or better, senior standing, and 12 additional semester credit hours in marketing. The course focuses on integrating marketing functions, processes, and concepts into coherent and effective marketing decision making. (Formerly titled "Marketing Strategy.") Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

**MKT 4913. Independent Study. (0-0) 3 Credit Hours.**

Prerequisites: A 3.0 Carlos Alvarez College of Business grade point average, MGT 3003 and MKT 3013 with a grade of "C-" or better, 9 additional semester credit hours in marketing, senior standing, and permission in writing from the instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree. Differential Tuition: \$126.

**MKT 4933. Internship in Marketing. (0-0) 3 Credit Hours.**

Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better, and approval in writing from the instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business. This opportunity for marketing work experience requires a semester-long experience in a private business or with a public agency. A written report is required. Opportunities and output requirements are developed in consultation with a faculty advisor and the Department Chair and require approval of both. Internship may be repeated once (for a total of 6 semester credit hours), provided the internships are with different organizations. Only 3 hours will count towards the Marketing degree requirements. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126.

**MKT 4953. Special Studies in Marketing. (3-0) 3 Credit Hours.**

Prerequisite: MGT 3003 and MKT 3013 with a grade of "C-" or better. An organized course offering the opportunity for specialized study not normally available as part of the regular course offerings. Could include topics such as marketing channels of distribution, sales management, industrial marketing, current developments in marketing theory, and analysis of ethical, social, and public policy aspects of marketing. May be repeated for credit when topics vary, but not more than 6 semester credit hours will apply to a bachelor's degree. Generally offered: Spring, Summer. Differential Tuition: \$126. Course Fee: DL01 \$75.

## **Sport, Event, and Tourism Management (SET) Courses**

**SET 3233. Sport Management. (3-0) 3 Credit Hours.**

Focuses on allocating resources and managing sport and recreation operations. Students will receive an in-depth look at the human resources function as it pertains to sport organizations, including recruitment, selection, compensation, hiring/firing, employee training and motivation, compliance with state and federal regulations, risk management, and community relations. Generally offered: Fall. Differential Tuition: \$126. Course fee: DL01 \$75.

**SET 3283. Sport and Event Media Relations. (3-0) 3 Credit Hours.**

Examines the media relations function in sport organizations with a special emphasis on the relationships between journalists and sport organizations, and the role of information specialists. Media relations responsibilities include organizing and managing game/event coverage, promoting events, and developing publicity campaigns. Differential Tuition: \$126. Course fee: DL01 \$75.

**SET 3313. Sport Tourism and Events. (3-0) 3 Credit Hours.**

Comprehensive study of the sport travel and tourism industry. The industry includes both participatory sport tourism (e.g., skiing, golf, and adventure trips) and event-based sport tourism (e.g., the Olympics, professional and amateur sports, and World Cup soccer). Covers all aspects of sport tourism including economics, finance, and marketing. Differential Tuition: \$126.

**SET 3343. Event Marketing Management. (3-0) 3 Credit Hours.**

Events are a powerful way to connect with customers, vendors, and the community. Students will learn how to maximize an event marketing strategy from the attendees' and the organizers' perspectives. Establish an event planning process through strategy, development, negotiations, budgeting, marketing, and implementation. Students will explore methods for optimal event management from corporate meetings, festivals, fairs, expos, recreation, sports, fundraisers, and associations. Generally offered: Spring. Differential Tuition: \$126.

**SET 3353. Destination Marketing Management. (3-0) 3 Credit Hours.**

Prerequisite: A minimum of 60 semester credit hours. Learn the processes that inform, educate, and attract potential visitors and investors worldwide. Understand the issues and strategies that shape building the brand of a world-class destination. Students will explore all aspects of marketing and managing experiential tourism, hospitality, theme parks, museums, national parks, and heritage sites. Understand the potential economic, socio-cultural, and environmental implications of increased tourism. Generally offered: Fall, Spring, Differential Tuition: \$126.

**SET 3543. Sports Economics. (3-0) 3 Credit Hours.**

Prerequisite: ECO 2023. This course provides an application of economic theories and principles to the area of sport management. The focus of the course is on the business of professional sports, including competitive balance, player salaries, and the financing of sport facilities. In addition, the course will cover economic issues related to collegiate athletics. (Formerly titled "Economics of Tourism and Leisure.") Differential Tuition: \$126.

**SET 4233. Sport Facility and Event Management. (3-0) 3 Credit Hours.**

Prerequisite: SET 3233. Overview of managing a facility used for sports, conventions, and entertainment events. Topics may include conducting feasibility studies, market research, facility design and layout, event bidding, quality assurance, risk management, and event staffing. (Credit cannot be earned for both SET 4233 and FM 4233.) Generally offered: Spring. Differential Tuition: \$126.

**SET 4811. Special Topics in Sport, Event and Tourism Management. (1-0) 1 Credit Hour.**

Analysis and discussion of events, issues, and trends affecting management and marketing in the sport, event or tourism industries. May be repeated for credit when topics vary. Differential Tuition: \$42.

**SET 4813. Special Topics in Sport, Event and Tourism Management. (3-0) 3 Credit Hours.**

Analysis and discussion of events, issues, and trends affecting management and marketing in the sport, event or tourism industries. May be repeated for credit when topics vary. Generally offered: Fall. Differential Tuition: \$126. Course fee: DL01 \$75.

**SET 4921. Independent Study in Sport, Event and Tourism Management. (0-0) 1 Credit Hour.**

Prerequisites: Student must have a 3.0 Carlos Alvarez College of Business grade point average and permission in writing from the Tourism instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business (see the Carlos Alvarez College of Business Undergraduate Advising Center for required forms). The course may require independent research, reading, planning, discussion, and/or writing under the direction of a sponsoring faculty instructor. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a Bachelor of Business Administration degree. Differential Tuition: \$42.

**SET 4923. Independent Study in Sport, Event and Tourism Management. (0-0) 3 Credit Hours.**

Prerequisites: Student must have a 3.0 Carlos Alvarez College of Business grade point average and permission in writing from the Tourism instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business (see the Carlos Alvarez College of Business Undergraduate Advising Center for required forms). The course may require independent research, reading, planning, discussion, and/or writing under the direction of a sponsoring faculty instructor. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a Bachelor of Business Administration degree. Differential Tuition: \$126.

**SET 4941. Internship in Sport, Event and Tourism Management. (0-0) 1 Credit Hour.**

Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better, and approval in writing from the sponsoring Tourism instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business. The course is designed for students seeking supervised full- or part-time work experience in the sport, event or tourism industries. A written report is required. Opportunities and output requirements are developed in consultation with a faculty advisor and the Department Chair, and require the approval of both. May be repeated for credit, but not more than 6 semester credit hours of Internship in Tourism will apply to a Bachelor in Business Administration degree. Differential Tuition: \$42.

**SET 4943. Internship in Sport, Event and Tourism Management. (0-0) 3 Credit Hours.**

Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better, and approval in writing from the sponsoring Tourism instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business. The course is designed for students seeking supervised full or part-time work experience in the sport, event or tourism industries. A written report is required. Opportunities and output requirements are developed in consultation with a faculty advisor and the Department Chair and require approval of both. Internship may be repeated for credit, but not more than 6 semester credit hours of Internship in Tourism will apply to a Bachelor in Business Administration degree. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126.