

Department of Business Studies

Associate Professors: Joseph T. Foley (Chairperson), Daniel J. Jones, Francis A. Marino, J. Bart Morrison, Jennifer M. Niece (Coordinator); *Assistant Professors:* Arlene DeWitt, Robin Frkal, Cary LeBlanc, Bridget Leonard, Michael Lewis, Elizabeth O'Hara, Catherine L. Pastille; *Professors of Practice:* Eric Drouart, Megan Hill, Kevin Kelly; *Visiting Assistant Professors:* Paul Bailey, Bryan Coleman, Zachary Daniels, Paul Piwko; *Lecturers:* Philip Benvenuti, Thomas L. Fitzpatrick, Mary Kingsley, Justin Lundberg, Michael Matraia.

The Department of Business Studies offers majors and minors that, when combined with substantial background in the liberal arts disciplines, provide our students with the knowledge and skills valued by the business world. Our majors also focus on helping students build socially responsible lives with ethical cores.

MISSION STATEMENT

The Business Studies Department of Assumption College offers undergraduate programs of study in accounting, international business, management, marketing, and organizational communication and a graduate business program with concentrations in management, marketing, accounting, finance, and international business. These programs are part of the College's professional studies.

The general mission of the Business Studies Department is to create a challenging learning environment that prepares students for professional employment in the private, public, and nonprofit sectors and/or graduate study. Assumption College has a strong liberal arts tradition, and Business Studies programs augment the liberal arts courses by developing business students who:

- gain fundamental knowledge, concepts, and theory of the disciplines we teach;
- are proficient in technical and professional skills related to the disciplines we teach;
- understand and can perform in a professional environment that is multi-cultural and global;
- possess the knowledge and ability to understand ethical reasoning and act in a socially responsible manner;
- can exercise critical thinking and creative problem solving skills and know how to make decisions;
- are able to communicate effectively;
- are able to relate well to others and to perform well as an individual or as part of a team.

MAJOR IN MARKETING (17)

The major in Marketing is designed to provide the student with the educational background necessary to function successfully in sales, advertising, public relations, merchandising, product and brand management, and other marketing occupations. The student will develop an understanding of the risks, rewards and challenges inherent in the marketing profession while developing the ability to identify, analyze, and respond to these challenges.

Requirements for the Classes of 2020 and beyond. (Class of 2019 is subject to the catalog requirements in place in the year in which they matriculated.) The following courses (both the marketing courses and those from other disciplines) comprise the marketing major. Please note that two of these courses, ECO 110 and ECO 115, also fulfill Core Curriculum requirements.

First Year

Fall	Spring
MKT 101 Principles of Marketing ACC 125 Principles of Accounting I	MGT 100 Introduction to Management ACC 126 Principles of Accounting II

If not taken during the First year, the above courses should be taken during the Sophomore year.

Sophomore Year

Fall	Spring
MGT 102 Introduction to Organizational Behavior ECO 110 Microeconomics (For ECO 115, take the Excel placement exam or CSC 110)	ECO 111 Macroeconomics ECO 115 Statistics

Note: ECO115 requires students to have taken MAT114 prior to or at the same time. The course also requires successful prior completion of the one-credit CSC110 or a passing score on an Excel placement exam.

Junior Year – students may take the courses below during either Fall or Spring

MGT 230 Decision Analytics for Managers	BUS 215 Business Law I
MKT 309 Marketing Management	ECO 325 Corporate Finance
Marketing Elective #1 – see list below	

Note: If intending to apply to the Accelerated M.B.A. – Management Track, complete the application during the Spring of Junior year in order to take two M.B.A. classes during Senior year.

Senior Year – students may take the courses below during either Fall or Spring

Marketing Elective #2 – see list below	Marketing Elective #4 – see list below
Marketing Elective #3 – see list below	MGT 400 Strategy

Marketing Electives (Choose 4 courses)

BUS 304	Business Research
BUS 330	Global Social Entrepreneurship
BUS 399	Internship in Business
BUS 444	Honors Capstone in Business
INB 306	International Marketing
INB 318	Asian Business Practices OR INB 320 European Business Practices
MGT 301	Business and Society
MKT 302	Management Information Systems
MGT 305	Strategic Leadership
MKT 308	Consumer Marketing Behavior
MKT 310	Advertising
MGT 311	Diversity in the Work Force
MKT 312	Sales Management
MKT 314	Services Marketing
MKT 316	Public Relations
MKT 322	Business-to-Business Marketing
MGT 325	Small Business and Entrepreneurship
MKT 326	Marketing on the Internet
MKT 327	Social Media Marketing
MKT 344	Sports Marketing
MKT 346	Sport Media and Communication

The order suggested above is intended as a guide in planning the major, not an inflexible sequence. For example, many students have successfully completed the major by taking some of the Freshman/Sophomore courses in their Junior or even Senior year.

SIX-IN-FIVE ACCELERATED M.B.A. PROGRAM

The Department of Business Studies offers two Accelerated M.B.A. tracks that allow students to earn a B.A. and M.B.A. degree in five years instead of the six years these two degrees customarily require. Undergraduate students that are on-track to complete the core requirements in addition to the required courses for their major may take up to two M.B.A. courses in their senior year. Graduate coursework during the senior year counts toward the undergraduate degree, as well as the graduate degree, so students in this program will graduate with their Bachelor's Degree on schedule. Then, upon completion of one additional year of graduate study (the fifth year), students will be awarded a Master of Business Administration Degree. Admission to the Six-in-Five Accelerated M.B.A. Program requires a strong undergraduate record of academic success. Students who have earned a GPA of 3.2 or above follow a "fast-track" application process.

Course Descriptions

MARKETING (MKT)

MKT 101 PRINCIPLES OF MARKETING

This introductory course assesses the impact of environmental forces on the practice of marketing. Students will learn the fundamentals of the marketing mix. The course covers the following: target market identification, market research, consumer behavior, product positioning, distribution, communications (personal selling, advertising, sales promotion, and public relations), and pricing decisions. Ideally, should not be taken in same semester as MGT 100. Bailey, Daniels, DeWitt, Drouart, Hill, LeBlanc, Leonard, O'Hara/*Three credits*

MKT 302 MANAGEMENT INFORMATION SYSTEMS

Examines the role of information in the organization for purposes of defining and implementing goals and objectives and guiding operational decisions. Treats information as a key organizational resource parallel to people, money, materials, and technology, and views information and its uses within a general systems framework in its utilization for purposes of planning, operations, and control. It also surveys specific MIS tools such as simulations, planning, programming, budgeting system, flowcharting, and cybernetic theory. Prerequisites: MGT 100 and Junior/Senior standing. (Spring)

Staff/*Three credits*

MKT 308 CONSUMER MARKETING BEHAVIOR

This course is an in-depth examination of the processes involved when individuals or groups select, purchase, use, and dispose of products, services, and ideas to satisfy their needs and wants. Understanding consumer behavior from the complex perspectives of environmental, individual, and psychological influences provides a foundation for the formulation of effective marketing strategies.

Prerequisite: MKT 101.

Leonard/*Three credits*

MKT 309 MARKETING MANAGEMENT

Relying on real world cases, students will learn to apply marketing concepts. This course will develop the application of specific analytic techniques, the ability to distinguish opinion from fact, and the articulation of decisions that can be defended on economic and practical grounds. Cases will cover a wide range of marketing topics, including target market and segmentation, consumer behavior, product strategy and positioning, pricing, promotion, strategy formulation, and optimum use of the marketing mix. Prerequisites: MKT 101 and Junior/Senior standing.

Daniels, LeBlanc/*Three credits*

MKT 310 ADVERTISING

This course is an in-depth treatment of all of the activities involved in presenting a non-personal, sponsor-identified message about a product, service, or organization to the consumer. Topics included are advertising campaign objective-setting, message creativity and development, optimal media mix selections, and advertising agency coordination. Prerequisite: MKT 101.

Drouart, Leonard/*Three credits*

MKT 312 SALES MANAGEMENT

This course examines all facets of the personal communication process used to persuade a prospective customer to purchase a good, service, or idea. This is accomplished from both the perspective of the salesperson and the Sales Manager. Included in this in-depth examination are topics, such as outbound and inbound (800 and 900) telemarketing, types of sales organizations, the personal selling process, sales force recruitment and selection, sales force motivation, and compensation. Prerequisite: MKT 101.

Bailey/*Three credits*

MKT 314 SERVICES MARKETING

This course examines the marketing of services from the perspective of managers responsible for the day-to-day execution of business plans and strategies. Topics include: the Nature of Services, the Service Consumer, Service Delivery Systems, Services Management, Services Marketing Communications, and Services Pricing Strategies. Prerequisite: MKT 101.

Bailey/*Three credits*

MKT 316 PUBLIC RELATIONS

This is a practitioner-level course which melds business goals and the writing process to deliver a set of skills which bridges the information gap between organizations and their publics. Topics include: Basics of Style, Media Relations, Press Releases,

Brochures, Newsletters, Magazines, Annual Reports, Media Copy Writing, Speech Writing, and the use of Web Pages.
Prerequisite: MKT 101.

Daniels, Hill/*Three credits*

MKT 322 BUSINESS-TO-BUSINESS MARKETING

The purpose of this course is to introduce you to business-to-business marketing by identifying the distinctive characteristics of the business market, exploring the way in which organizations make buying decisions, and isolating the requirements for marketing strategy success. The course also provides a perfect vehicle for profiling leading business marketing firms such as IBM, Cardinal Health, Cisco Systems, Dell Computer, and others that demonstrate best practices in marketing strategy. Because more than half of all business school graduates are employed by firms that compete in the business market this is a relevant and useful field of study. Prerequisites: MGT 100 and MKT 101.

Bailey/*Three credits*

MKT 326 MARKETING ON THE INTERNET

This course is designed to teach students how to integrate the Internet into marketing and business communication functions. The objective of this course is to increase students' understanding of the complexity of marketing goods and services on the Internet. This will be accomplished through an analysis of the technology from a marketing/communication perspective. Students will study the concepts and business models of electronic commerce as these relate to the development and implementation of successful Internet strategies. Prerequisite: MKT 101.

Daniels, LeBlanc/*Three credits*

MKT 327 SOCIAL MEDIA MARKETING

This course will cover one of the fastest growth areas within the marketing discipline—social media marketing. Over the last half dozen years, organizations have shifted more of their marketing expenditures from traditional to digital marketing campaigns. And, within digital marketing, expenditures for campaigns that involve social media tactics have grown exponentially. Although specific social media platforms or channels such as MySpace, Facebook or Twitter may come and go; the underlying principles behind social media of engaging present and potential customers with content that they want to share with others are here to stay. Prerequisite: MKT 101

Daniels/*Three credits*

MKT 344 SPORTS MARKETING

Students electing this course explore the various segments of the sports business in the United States and around the world. The course utilizes the basic elements of strategic marketing (consumer, product, price, place, and promotion) and relates them to the business of sports. Topics include the consumer as a sports participant and spectator, the fan cost index, sponsorships, endorsements, event marketing, sports advertisements, sports media, sporting goods, lifestyle marketing, and more. Prerequisite: MKT101.

Lewis, O'Hara/*Three credits*

MKT 346 SPORT MEDIA AND COMMUNICATION

This course introduces students to the role of communications in sports as well as the growing usage of new media technology. Students will explore the various channels for communication within the sport industry and how sport organizations communicate with their target markets and other stakeholders. Areas of focus will include the use of public relations, television, radio, print media, as well as digital technologies. Special attention will be paid to how sport organizations leverage new technologies such as the internet, mobile technology, social networking, streaming video, and user-enhanced content. Prerequisite: MKT 344

O'Hara/*Three credits*