

Department of Marketing and Organizational Communication

Associate Professor: Bridget Leonard (Chairperson); *Assistant Professors:* Dongeun Kim, Laura Miller, Shashi Minchael; *Professors of Practice:* Zachary Daniels; *Lecturers:* Paul Bailey, Eric Hill, Gregory Walsh, Christopher Webber.

The Department of Marketing and Organizational Communication offers majors and minors that, when combined with substantial background in the liberal arts disciplines, provide 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 Department of Marketing and Organizational Communication offers undergraduate programs of study in marketing and organizational communication. These programs are part of the University's professional studies. The department's mission 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 University has a strong liberal arts tradition, and these 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.

REQUIRED COURSES (13)

ACC 125	Financial Accounting
ACC 126	Managerial Accounting
MGT 100	Introduction to Management
MKT 101	Principles of Marketing
ECO 110	Microeconomics
ECO 111	Macroeconomics
ECO 115	Statistics with Excel
MGT 230	Decision Analytics for Managers
FIN 325	Financial Management I
MKT 260	Quantitative Marketing Research OR MKT 270 Qualitative Marketing Research
MKT 308	Consumer Behavior
MGT 400	Business Strategy
MKT 405	Strategic Marketing

ELECTIVES (4)

BUS 444	Honors Capstone in Business
BUS 399	Internship in Business
INB 306	International Marketing
MKT 260	Qualitative Marketing Research
MKT 270	Quantitative Marketing Research
MKT 310	Advertising

MKT 312	Sales Management
MKT 314	Services Marketing
MKT 316	Public Relations
MKT 322	Business-to-Business Marketing
MKT 326	Digital Marketing Strategies
MKT 327	Social Media Marketing
MKT 328	Digital Analytics for Marketing
MKT 329	Mobile Marketing
MKT 330	Professional Selling
MKT 331	Digital Sales
MKT 344	Sports Marketing
MKT 346	Sport Media and Communication

Students may fill one (1) of their four (4) electives from these Management courses:

MGT 301	Business and Society
MGT 305	Strategic Leadership
MGT 325	Small Business and Entrepreneurship
MGT 330	Organizational Innovation
MGT 335	Global Social Entrepreneurship

RECOMMENDED FOUR YEAR PLAN FOR THE MAJOR IN MARKETING

First Year

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

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

Sophomore Year

Fall	Spring
ECO 110 Microeconomics ECO 115 Statistics with Excel MKT 270 Qualitative Marketing Research*	ECO 111 Macroeconomics MKT 260 Quantitative Marketing Research*

Note: ECO 115 requires students to have taken MAT 114 prior to or at the same time.

Note: Take *either* MKT 270 in the Fall OR MKT 260 in the Spring.

Note: ECO 115 must be taken prior to MKT 260.

Junior Year, Fall or Spring

MGT 230 Decision Analytics for Managers MKT 308 Consumer Behavior FIN 325 Financial Management I Marketing Elective #1 Marketing Elective #2
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Note: MKT 260 or MKT 270 must be taken prior to MKT 308.

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, Fall or Spring

Marketing Elective #3 MKT 405 Strategic Marketing	Marketing Elective #4 MGT 400 Business Strategy
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Note: MKT 260 or MKT 270 must be taken prior to MKT 405.

MAJOR IN MARKETING WITH A CONCENTRATION IN DIGITAL MARKETING (17)

REQUIRED COURSES (17)

MGT 100 Introduction to Management
 MKT 101 Principles of Marketing
 ACC 125 Financial Accounting
 ACC 126 Managerial Accounting
 ECO 110 Microeconomics
 ECO 111 Macroeconomics
 ECO 115 Statistics with Excel
 FIN 325 Financial Management I
 MGT 230 Decision Analytics for Managers
 MGT 400 Business Strategy
 MKT 260 Quantitative Marketing Research OR MKT 270 Qualitative Marketing Research
 MKT 308 Consumer Behavior
 MKT 326 Digital Marketing Strategies
 MKT 327 Social Media Marketing
 MKT 328 Digital Analytics for Marketing
 MKT 329 Mobile Marketing
 MKT 405 Strategic Marketing

RECOMMENDED FOUR YEAR PLAN FOR THE MAJOR IN MARKETING WITH A CONCENTRATION IN DIGITAL MARKETING

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
ECO 110 Microeconomics ECO 115 Statistics with Excel MKT 270 Qualitative Marketing Research	ECO 111 Macroeconomics MKT 260 Quantitative Marketing Research

Note: ECO115 requires students to have taken MAT114 prior to or at the same time.

Note: Take *either* MKT 270 in the Fall OR MKT 260 in the Spring.

Note: ECO 115 must be taken prior to or at the same time as MKT 260.

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

MGT 230 Decision Analytics for Managers MKT 308 Consumer Behavior	FIN 325 Financial Management I MKT 326 Digital Marketing Strategies MKT 327 Social Media Marketing
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Note: MKT 260 OR MKT 270 must be taken prior to MKT 308.

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

MKT 328 Digital Analytics for Marketing MKT 329 Mobile Marketing	MGT 400 Business Strategy MKT 405 Strategic Marketing
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Note: MKT 260 OR MKT 270 must be taken prior to MKT 405.

MAJOR IN MARKETING WITH A CONCENTRATION IN SALES (17)

REQUIRED COURSES (17)

ACC 125 Financial Accounting
ACC 126 Managerial Accounting
MGT 100 Introduction to Management
ECO 110 Microeconomics
ECO 111 Macroeconomics
ECO 115 Statistics with Excel
FIN 325 Financial Management I
MKT 101 Principles of Marketing
MGT 230 Decision Analytics for Managers
MKT 260 Quantitative Marketing Research OR MKT 260 Qualitative Marketing Research
MKT 308 Consumer Behavior
MKT 312 Sales Management
MKT 322 Business-to-Business Marketing
MKT 330 Professional Selling
MKT 331 Digital Sales
MGT 400 Business Strategy
MKT 405 Strategic Marketing

RECOMMENDED FOUR YEAR PLAN FOR THE MAJOR IN MARKETING WITH A CONCENTRATION IN SALES

First Year

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

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

Sophomore Year

Fall	Spring
ECO 110 Microeconomics ECO 115 Statistics with Excel MKT 270 Qualitative Marketing Research	ECO 111 Macroeconomics MKT 260 Quantitative Marketing Research

Note: ECO115 requires students to have taken MAT 114 prior to or at the same time.

Note: Take *either* MKT 270 in the Fall OR MKT 260 in the Spring.

Note: ECO 115 must be taken prior to or at the same time as MKT 260.

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

MGT 230 Decision Analytics for Managers MKT 308 Consumer Behavior	FIN 325 Financial Management I MKT 312 Sales Management MKT 322 Business to Business Marketing
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Note: MKT 260 OR MKT 270 must be taken prior to MKT 308.

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

MKT 330 Professional Selling MKT 331 Digital Sales	MGT 400 Business Strategy MKT 405 Strategic Marketing
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Note: MKT 260 OR MKT 270 must be taken prior to MKT 405.

MINOR IN MARKETING (7)

REQUIRED COURSES (3)

MGT 100 Introduction to Management
MKT 101 Principles of Marketing
ACC 125 Financial Accounting

ELECTIVES (4)

MKT 260 Quantitative Marketing Research
MKT 270 Qualitative Marketing Research
MGT 335 Global Social Entrepreneurship
INB 306 International Marketing
MKT 308 Consumer Behavior
MKT 310 Advertising
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 Digital Marketing Strategies
MKT 327 Social Media Marketing
MKT 328 Digital Analytics for Marketing
MKT 329 Mobile Marketing
MKT 330 Professional Selling
MKT 331 Digital Sales
MKT 344 Sports Marketing
MKT 346 Sport Media and Communication
MKT 405 Strategic Marketing

MINOR IN ORGANIZATIONAL COMMUNICATION (7)

REQUIRED COURSES (5)

MGT 100 Introduction to Management
MKT 101 Principles of Marketing
OCM 200 Communication Theory
MKT 270 Qualitative Marketing Research
OCM 299 Corporate Communication

ELECTIVES (2)

OCM 301 Employee Communication
OCM 302 Leadership and Change Communication
OCM 303 Crisis Communication
INB 334 International Communication: Organizational Perspectives
MKT 316 Public Relations
MKT 310 Advertising
MKT 327 Social Media Marketing
MGT 300 Human Resources Management
ENG 304 Business and Technical Writing
ENG 211 Speech

ACCELERATED M.B.A. – MANAGEMENT TRACK

The Accelerated M.B.A. Management Track is open to all undergraduate students regardless of their declared major. Today's businesses and today's world need citizens who can think with insight, communicate clearly, and exercise good judgment both in and out of the workplace. This program is designed to provide students with the best of a Catholic liberal arts education and advanced professional development in business. Graduates of this program will be poised to launch successful careers in a variety of fields. Students interested in the Accelerated M.B.A. – Management Track should seek advice from the Director of the M.B.A. Program early in their junior year in order to plan their course of study.

COURSE DESCRIPTIONS

BUSINESS (BUS)

BUS 340 SPORT INTERNSHIP

This course is designed to expand the student's current knowledge in the field of sport management. Students will gain experience in leading and planning sport activities through an internship in professional/amateur sports organizations, sports commissions, and sports agencies (i.e., 'sport-related' sites) and work a minimum of 120 hours for the semester. This is a valuable opportunity for students to gain practical work experience, apply concepts and skills learned in the classroom, and develop professional contacts within the sports community. The course is open to junior/senior students approved by the instructor who meet the University-wide internship standard of a minimum GPA of 2.8. (Spring)

Hill /*Three credits*

BUS 399 INTERNSHIP IN BUSINESS

This course is open to junior/senior students approved by the instructor who meet the University-wide internship standard of a minimum GPA of 2.8. It provides the interning student with a valuable experiential learning opportunity, and includes field-based training experience in either the private, industrial, not-for-profit, or governmental sectors. Students must attend weekly seminar meetings to complete regular academic assignments and process observations about the internship experience. Students complete a major paper that links theory in the field to the internship experience.

Hill /*Three credits*

BUS 444 HONORS CAPSTONE IN BUSINESS

In this course, each student will produce an independent research thesis in business. The capstone work will entail a faculty-student research project directed by a Business Studies faculty member. (The project was proposed and approved during the Honors Seminar.) A summary of the capstone work will be presented at the Honors Colloquium at the end of the semester.

Prerequisites: HON 300 and membership in the Honors Program.

Staff/*Three credits*

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.

Kim, Leonard, Minchael, Webber/*Three credits*

MKT 260 QUANTITATIVE MARKETING RESEARCH

Marketing is an intensely data-driven field, and a good marketing manager must be comfortable directing, using, and interpreting marketing research studies. Marketing research is often used to aid marketing managers in making decisions around new advertising campaigns, new product development, finding new markets, and adapting to the changing business environment. In this course, students will learn to design, conduct, analyze, interpret and present marketing research studies using the most common quantitative marketing research techniques including surveys, a/b tests, and experiments. Prerequisites: MKT 101 and ECO 115. (Spring)

MKT 270 QUALITATIVE MARKETING RESEARCH

This course covers the core principles of qualitative marketing research. Qualitative marketing research is often used to investigate the consumer experience, develop deeper insight into the needs of the consumers, and overall find answers to the "why" of consumer behavior. In this course, students will learn to design, conduct, analyze, interpret and present marketing research studies using the most common qualitative marketing research techniques including interviews, focus groups, ethnography, and observations. Prerequisite: MKT 101 (Fall)

Leonard /*Three credits*

MKT 308 CONSUMER 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, MKT 260 OR MKT 270.

Leonard, Minchael/*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, MKT 260 OR MKT 270.

Kim, Daniels/*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 and Junior/Senior standing.

Minchael/*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.

Staff/*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 and Junior/Senior standing.

Miller/*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, MKT 101, and Junior/Senior standing.

Bailey/*Three credits*

MKT 326 DIGITAL MARKETING STRATEGIES

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, MKT 250.

(Fall)

Daniels/*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. Within digital marketing, expenditures for campaigns that involve social media tactics have grown exponentially. Although specific social media platforms or channels such as Facebook, Instagram 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. (Fall)

Daniels, Kim/*Three credits*

MKT 328 DIGITAL ANALYTICS FOR MARKETING

This course is designed to teach students how to measure digital activity and implement best practices for using data to inform marketing strategy decisions. Students will work with web analytics, social media analytics, marketing analytics, and dashboards, helping students to make sense of business measurement challenges, extract marketing tactics, and take effective actions. Prerequisite: MKT 326. (Spring)

Daniels/*Three credits*

MKT 329 MOBILE MARKETING

This course introduces students to mobile marketing and its role in the overall marketing strategy. Students will learn how to use various techniques such as text messaging, responsive web design, and QR codes as a way to create consumer interaction through mobile devices. In addition, students will develop an understanding of the laws and ethics surrounding mobile marketing. Prerequisite: MKT 326. (Spring)

Daniels/*Three credits*

MKT 330 PROFESSIONAL SELLING

This course presents, analyzes and evaluates Sales as a profession. As such, the emphasis will be on a career in sales, building relationship, and a strong ethical foundation. In addition, it addresses direct selling skills as they are employed within the realm of the sales cycle. In today's dynamic environment, it is important to have a complete understanding of sales as a profession from the initial contact with a prospect through closing the sale. This is essential for a company to achieve its revenue goals. In addition, this course includes the topics of relationship selling, ethics, sales communications, and purchasing behaviors. The format of this course, is lecture, case studies and role plays. Prerequisite: MKT 101, and Junior/Senior standing.

Bailey, Minchael/*Three credits*

MKT 331 DIGITAL SALES

In this course, students will learn to use current digital sales tools and techniques, as well as the latest digital sales and marketing techniques. Converting prospects to sales is an important element of selling, and this course will teach students how to do this in a digital environment. Cybersecurity is also an important element of digital sales, and students will learn how to keep confidential and other sensitive data secure. Finally, students will learn how to develop and design functional project-based websites. Prerequisite: MKT 101. (Spring)

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: MKT 101. (Fall)

Walsh /*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 (Spring)

Miller/*Three credits*

MKT 385 INDEPENDENT STUDY IN MARKETING

Open to highly qualified junior and senior majors. Permission of the department chair is required.

Staff/Three credits

MKT 395 SPECIAL TOPICS IN MARKETING

This course permits the study of selected topics as designated by the instructor. Topics will change each time the course is offered.

Staff/Three credits

MKT 405 STRATEGIC MARKETING

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, MKT 260 OR MKT 270, and Senior standing.

Leonard, Minchael/Three credits

ORGANIZATIONAL COMMUNICATION (OCM)

OCM 200 COMMUNICATION THEORY

An introduction to the study of communication, required of all Organizational Communication majors. This course includes a survey of basic theories of the human communication process, and an examination of communication theory in five business related contexts: (1) group communication; (2) persuasion and cultural communication; (3) intra/interpersonal communication; (4) mass communication; and (5) organizational communication. This course is a prerequisite for OCM 299. (Fall)

Miller/Three credits

OCM 299 CORPORATE COMMUNICATION

Strategic Managerial Communication investigates the role of managerial communication within the organization as a key component of strategy implementation. This course investigates the vital role of communication as a mode of strategy implementation through an understanding of strategy-related management behavior and communication formats. The course examines corporate communication theory, structure and functions that are within the context of organizations' communicating to internal and external constituencies. Topics include: identity, image, reputation, corporate responsibility, corporate advertising, media relations, internal communications, government relations, investor relations and crisis communication. It is an upper level seminar and capstone course for the major in Organizational Communication. Prerequisites: ENG 130, MGT 100, MKT 101, OCM 200. (Spring)

Miller/Three credits

OCM 301 EMPLOYEE COMMUNICATION

This course explores the critical role of communication in the workplace, focusing on how effective employee communication contributes to organizational efficiency and culture. Students will study topics such as internal communication structures, the role of leadership in shaping communication, interpersonal communication in teams, conflict management, and the use of digital platforms in the workplace. Through case studies, group projects, and practical exercises, students will develop the skills necessary to communicate effectively within organizations and navigate the complexities of diverse work environments. By the end of the course, students will have a deeper understanding of how strong employee communication drives collaboration, enhances productivity, and fosters a positive organizational climate. Prerequisites: MKT 270, OCM 299.

Miller / Three credits

OCM 302 LEADERSHIP AND CHANGE COMMUNICATION

This course offers an in-depth exploration of the communication strategies essential for leading effectively and managing organizational change. Students will learn how to communicate vision, motivate teams, and lead through times of transformation. Additionally, the course focuses on the critical role of communication in navigating and implementing organizational change, addressing resistance, and fostering employee engagement. Through case studies, role-playing, and group discussions, students will develop practical skills for managing communication during both planned and unplanned changes within an organizational setting. By the end of the course, students will be prepared to take on leadership roles where they can successfully drive change while maintaining transparency, empathy, and authenticity. Prerequisites: MKT 270, OCM 299.

Miller /Three credits

OCM 303 CRISIS COMMUNICATION

Crisis Communications examines the opportunities and challenges organizations face when communicating during crises. This course explores crisis response theories, risk communication, and reputation management while emphasizing proactive planning and real-time decision-making. Students will analyze case studies, develop crisis communication plans, and participate in simulations to apply best practices in responding to diverse stakeholders. Topics include issue monitoring, crisis preparedness, media relations, the role of digital and social media in crises, ethical considerations, and post-crisis recovery. Prerequisites: MKT 270, OCM 299.

Miller /Three credits

OCM 385 INDEPENDENT STUDY IN ORGANIZATIONAL COMMUNICATION

Open to highly qualified junior and senior majors. Permission of the department chair is required.

Staff/Three credits

OCM 395 SPECIAL TOPICS IN ORGANIZATIONAL COMMUNICATION

This course permits the study of selected topics as designated by the instructor. Topics will change each time the course is offered.

Staff/Three credits

OCM 398 PORTFOLIO MANAGEMENT

Professional communicators must possess sound knowledge of their current skills and abilities as well as an understanding of the expectations of professional employment. In order to remain competitive in today's changing work environment, professional communicators collect and showcase their skills, abilities, knowledge, and experience in a portfolio. The portfolio development process will assist the student to recognize and document the transferable skills they have already acquired through formal education and informal learning experiences. Students will analyze their prior learning within the context of the communication profession. They will document prior learning (knowledge and skills) and identify skills that they may need or want to develop in the future. The portfolio they develop will include a resume and cover letter, along with a variety of business communication writing samples. The portfolio will help the student develop a learning plan and action plan to enhance his/her competitiveness in the workplace and within the communication profession. Prerequisite: MKT 101. (Spring)

Miller/Three credits

OCM 399 INTERNSHIP IN BUSINESS

This course is designed to provide student interns with a valuable experiential learning opportunity, and includes a field-based internship experience of a minimum of 120 hours for the semester in the private, non-profit, entrepreneurial or governmental sector. Students attend a weekly seminar to discuss organizational behavior and management concepts and to share observations about their internship experiences. Students assess their career competencies, organizational culture preferences, risk tolerances and supervision/feedback requirements to determine their optimal career paths. They also conduct informational interviews with professionals in their career field or industry of interest. All students complete an observation/reflection paper which documents and analyzes organizational theory and applies it to experiential consequences and behavior. Prerequisites: Juniors/Seniors, 2.8 GPA, permission of instructor.

Hill/Three credits