

# Management and Marketing

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## School

Greehey School of Business (<http://www.stmarytx.edu/business/>)

## School Dean

Rowena Ortiz-Walters, Ph.D. ([rortizwalters@stmarytx.edu](mailto:rortizwalters@stmarytx.edu))

## Department

Management and Marketing (<https://www.stmarytx.edu/academics/programs/marketing/>)

## Department Chair

Nicole Kirpalani, Ph.D. ([nkirpalani@stmarytx.edu](mailto:nkirpalani@stmarytx.edu))

## International Business Major

Globalization of our economy continues at an increasing rate, creating the need for individuals well-versed in the intricacies of conducting business across borders. As a result, courses offered in this major are interdisciplinary, integrating international and foreign language studies with business principles, including the study of management functions, policies and practices of international enterprises. International business graduates enter a people-oriented career that requires excellent communication skills and the ability to work well on multicultural teams.

The major in international business at St. Mary's University is designed for students who are interested in seeking careers in the global arena. Individuals interested in management practices around the world, international behavior, and challenges for multinational corporations in foreign social, political, and economic environments should consider this major.

## Management Major

The Management degree is intended to prepare students with skills in leadership, negotiation, communication, data analysis, decision making, and innovation and change. This degree will provide students the opportunity to integrate their knowledge of management processes with an action learning project in their senior year. Management students learn the management and leadership skills needed to become the ethical leaders of tomorrow who are prepared to lead responsible organizations and achieve careers of meaning and purpose.

The management major offers two tracks, the general track and the entrepreneurship and innovation track. The general track is designed for students to gain a firm foundation in broad management knowledge such as human resource management, international management, leadership and negotiation, and quantitative management. The entrepreneurship and innovation track is designed to cultivate entrepreneurial mindsets by developing students' skills in entrepreneurial innovation, social entrepreneurship, crowdfunding, and the start-up process.

## Marketing Major

The field of marketing is changing rapidly, and the opportunities for aspiring marketers are limitless. Marketing students gain strategic marketing decision-making skills by learning how to evaluate and interpret the multitude of factors governing how individual and organizational consumers make decisions about product and services. The innovative curriculum includes marketing strategy development for the digitally connected world. Students learn about developing and deploying strategies across different platforms and emerging technologies to include digital, mobile and user-generated content.

The marketing major offers two tracks, traditional marketing and digital marketing. The traditional track is designed for students to gain a firm foundation in traditional strategic marketing. Students learn how to apply quantitative methods to use marketing as a strategic tool to respond to marketing opportunities. The digital marketing track offers a focused approach to developing and using specific tools and skills needed to effectively evaluate and interpret data metrics, create digital strategies, and optimize the latest tools for digital content creation for marketing purposes.

## Majors in Management

- B.B.A. in International Business (<https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/international-business-bba/>)
- B.B.A. in Management (<https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/management-bba/>)
- B.B.A. in Marketing (<https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/marketing-bba/>)

## Minors in Management

- Entrepreneurship and Innovation (<https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/minor-in-entrepreneurship-and-innovation/>)

- Marketing (<https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/minor-in-marketing/>)
- Digital Marketing (for Business majors only) (<https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/minor-in-digital-marketing/>)
- Sports Management (for Exercise & Sports Science majors only) (<https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/minor-in-sports-management/>)

Entrepreneurship and Innovation (p. 2)

International Business (p. 3)

Management (p. 5)

Marketing (p. 7)

## Entrepreneurship and Innovation

### **EI 3310. Entrepreneurial Mindset I. 3 Semester Hours.**

An analysis of current theories of international transactions, with emphasis on the interrelationships among various aggregate economic variables with balance of payments. Policies affecting economic relations on the national and international levels are examined. Contemporary economic issues and theories are considered as they relate to the world of economy. (Fall, Spring).

### **EI 3340. Entrepreneurial Mindset II. 3 Semester Hours.**

In this course, students learn how to initiate a social enterprise or business venture. Topics include fostering creativity, creative problem solving, recognizing and developing opportunities, product design and development (e.g., 3-D printing prototyping), analyzing alternative business models, conducting feasibility analyses, and crafting an effective business plan. Students will develop an investor presentation pitch and fully develop a business plan for a startup or social venture. Students participate in local, national and/or international competitions (Fall only). Prerequisite: EI 3310 or MN 3310.

### **EI 3390. Innovation and Growth. 3 Semester Hours.**

In this course, students explore the opportunities and challenges involved in the management of growth in entrepreneurial settings, both at the individual company and as members of a corporation. This course employs experiential learning methods, such as conducting rotations at existing local entrepreneurial ventures and participating in a management simulation. Prerequisites: MN 3310. (Spring only).

### **EI 4300. Special Topics in Entrepreneurship and Innovation. 3 Semester Hours.**

A study of topics in Entrepreneurship and Innovation. Specific subject is indicated each time the course is offered. May be used as elective credit and repeated when the specific subject changes. (Semester offered varies. Check with Dept. Chair).

### **EI 4310. 3-Day Startup: Innovation in Action. 3 Semester Hours.**

In this course, students participate in a 3-day learning by-doing entrepreneurship and innovation workshop. The course is offered in a location that enables creativity and team work, offering an extreme hands-on environment. Students experientially learn about idea generation, team formation, customer feedback, rapid prototyping and pitch crafting. In addition to the 3-day startup workshop, students learn about product and service commercialization, sources of funding, and new venture operations through a series of online lectures, discussions and assignments. This course is open to all students. Prerequisites: none. (Fall only).

### **EI 4320. Management Consulting. 3 Semester Hours.**

Student teams act as consultants to businesses to analyze the various functions of business as they pertain to endeavors. Managerial awareness and analytical skills in business problem solving are developed. Prerequisites: EC 2301, EC 2303, MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, Senior Standing, Consent of Instructor. (Not currently offered. Check with Dept. Chair).

### **EI 4340. Crowdfunding. 3 Semester Hours.**

In this course students learn about best practices and emerging crowdfunding research in a hands-on workshop. Students work individually or as part of a team to develop a crowdfunding campaign for an innovative project, business startup, or social entrepreneurial venture. This course is open to all students. Prerequisites: None. (Not currently offered. Check with Dept. Chair).

### **EI 4375. Internship in Management/Entrepreneurship and Innovation. 3 Semester Hours.**

This course provides students with the opportunity to gain experiential knowledge in entrepreneurship and innovation through internships in startup environments, business incubators, venture capital firms, or other entrepreneurial settings. Students will engage in hands-on activities related to business development, product innovation, and strategic growth, applying entrepreneurial concepts in real-world ventures. All internships require supervision by an industry supervisor and a faculty supervisor. Prerequisites: MT 1305, MT 1306, AC 2301, AC 2302, EC 2301, EC 2303, MN 3330, MN 3370, EI 3310 or MN 3310, EI 3340 or MN 3340 Junior standing. Minimum GPA of 2.8 (Registration requires approval. Consult academic advisor.) (Fall, Spring, Summer).

### **EI 4380. Values-Driven Intrapreneurship. 3 Semester Hours.**

Consistent with St. Mary's University's mission, in this course students apply the knowledge and skills developed in previous classes in order to contribute to the solution of a narrowly designed problem affecting our community. Students engage in a social intrapreneurship project with local non-profit organizations and develop functional solutions to issues these organizations face. Prerequisites: MN 3310, MN 3340. (Spring only).

**EI 4398. International Entrepreneurship. 3 Semester Hours.**

Topics covered include: global expansion of entrepreneurial ventures; methods of small business globalization. Opportunities and risks of global expansion; barriers to entry; impact of globalization on all business functions. Prerequisite: IB 3321. (Fall Only).

## International Business

**IB 3310. Internat'l Economics. 3 Semester Hours.**

An analysis of current theories of international transactions, with emphasis on the inter relationships among various aggregate economic variables with balance of payments. Policies effecting economic relations on the national and international levels are examined. Contemporary economic issues and theories are considered as they relate to the world of economy. Prerequisites: EC 2301, EC 2303, MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302. (Not currently offered. Check with Dept. Chair).

**IB 3321. US Business in an Interdependent World. 3 Semester Hours.**

A survey of the effect that differences in cultural, economic, legal, political, and social environments have on the way business is conducted throughout the world. Also explored are the effects that regional economic and political arrangements, and international institutions are having on firms involved in international business. (Fall; Spring) Designated as a writing-intensive course. Prerequisites: EC 2301, EC 2303, MT 1305 or MT 1411 or MT 2412 or MT 2306 or MT 2303, AC 2301 or AC 2302.

**IB 4100. Special Studies in International Business. 1 Semester Hour.**

A study of selected topics in International Business. Specific subject indicated each time the course is offered. May be used as elective credit and repeated when specific subject changes. Prerequisites: EC 2301, EC 2303, MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, IB 3321, Consent of Instructor.

**IB 4200. Special Studies in International Business. 2 Semester Hours.**

A study of selected topics in International Business. Specific subject indicated each time the course is offered. May be used as elective credit and repeated when specific subject changes. Prerequisites: EC 2301, EC 2303, MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, IB 3321, Consent of Instructor.

**IB 4300. Special Studies in International Business. 3 Semester Hours.**

A study of selected topics in International Business. Specific subject indicated each time the course is offered. May be used as elective credit and repeated when specific subject changes. Prerequisites: EC 2301, EC 2303, MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, IB 3321, Consent of Instructor. (Semester offered varies. Check with Dept. Chair).

**IB 4351. International Finance. 3 Semester Hours.**

The course addresses the historical, institutional and empirical aspects of the foreign exchange market, the euro currency market and the international bond market. The managerial implementation of international financial instruments in global oriented business organizations is stressed. (Fall; Spring) Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, FN 3310, IB 3321.

**IB 4352. International Marketing. 3 Semester Hours.**

Students develop a familiarity with the problems and perspectives of marketing across national boundaries and within foreign countries and gain insights into the environmental impact of international business activities. The ability to analyze marketing decisions and the methods of structuring and controlling programs as they relate to overseas markets are stressed. (Fall only) Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321, MK 3310.

**IB 4353. International Market Analysis. 3 Semester Hours.**

This course equips students with the key concepts and methods of international marketing research, and allows students to understand how to apply those tools to solve real-life business problems in the global marketplace. (Spring only) Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321 and IB 4352.

**IB 4354. Global Social Media Marketing. 3 Semester Hours.**

In this course students will explore techniques for integrating social media marketing as an integral component of global marketing campaigns, serving as listening and outreach tools for building brand awareness and promoting business. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321. (Fall only.).

**IB 4355. Managing in Cross-Culture Envi. 3 Semester Hours.**

Addresses cultural impacts on international business and management. Examines the role of the global manager as creator of synergy, leader in change, and influencer of organization, work, and team cultures. Analyzes cross-cultural effectiveness in terms of international assignments, and family relocation. Considers how to do business with intercultural sensitivity and skills for major world regions. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321 or MN 3330. (Not currently offered. Check with Dept. Chair).

**IB 4356. International Market Entry Strategy. 3 Semester Hours.**

This course examines available market entry strategies that organizations can utilize to establish international operations, including exporting, licensing, strategic alliances, equity joint ventures, and foreign direct investment. (Not Currently Offered. Check with Dept. Chair) Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321 and IB 4358.

**IB 4357. Global Supply Chain Management. 3 Semester Hours.**

This course examines the management of the flow of goods and services across the world, from the movement and storage of raw materials, to the work-in-process inventory, to the finished goods, and to the point of consumption. (Spring only). Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321 and QM 4330.

**IB 4358. International Management. 3 Semester Hours.**

The course examines the managerial complexities and peculiarities of business operations that cross national borders. Thus, it includes the study of management functions, organizational structures, policies and procedures, and practices of international, multinational, and global corporations and their varying strategies. (Fall only) Designated as a writing-intensive course. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321, MN 3330.

**IB 4361. The Business Environment of the Americas. 3 Semester Hours.**

This course provides a general, comparative overview of the business environments of the Americas. The discussion and analysis will focus on the economic, legal-political, and social-cultural dimensions of the business environments of these countries, and their impact on business practices. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321, IB 3310 or EC 3310. (Not currently offered. Check with Dept. Chair).

**IB 4362. The Business Environment of Asia. 3 Semester Hours.**

This course provides a general, comparative overview of the business environments of Asia. The discussion and analysis will focus on the economic, legal-political, and social-cultural dimensions of the business environments of these countries, and their impact on business practices. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321, IB 3310 or EC 3310. (Not currently offered. Check with Dept. Chair).

**IB 4363. Business Environment of Europe. 3 Semester Hours.**

This course provides a general, comparative overview of the business environments of Europe. The discussion and analysis will focus on the economic, legal-political, and social-cultural dimensions of the business environments of these countries, and their impact on business practices. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321, IB 3310 or EC 3310. (Not currently offered. Check with Dept. Chair).

**IB 4364. Compar Legal Environ if NAFTA. 3 Semester Hours.**

This course is designed to acquaint students with basic legislative, judicial, executive, and administrative structures of each of the NAFTA countries. Emphasis is placed on the key differences in the systems and essential procedures for effective business operation within these legal systems. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, MT 2412, AC 2301, AC 2302, EC 2301, EC 2303, IB 3321, MN 3330. (Not currently offered. Check with Dept. Chair).

**IB 4365. International Accounting & Taxation. 3 Semester Hours.**

An examination of the accounting principles and practices among countries and an overview of taxation of U.S. businesses operating internationally. Emphasis is placed on management decisions associated with accounting and taxation of companies operating in the international environment. Prerequisites: EC 2301, EC 2303, MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, IB 3321. (Not currently offered. Check with Dept. Chair).

**IB 4370. International Business Experience Practicum I. 3 Semester Hours.**

Required for all IB students enrolled in the International Marketing track. Preparation for international work experience to include competency-based training modules. Options include internationally focused internship, consulting project, exchange program, service-learning project, ESL teaching program, intensive language, case or business plan competition, or academic research project. Pre-requisites: EC 2301, EC 2303, AC 2310 or AC 2301, IB 3321 (Can be taken concurrently), MT 1305, MT 2306 (Spring only).

**IB 4371. International Business Experience Practicum II. 3 Semester Hours.**

Required for all IB students enrolled in the International Marketing track. Advanced preparation for international work experience to include competency-based training modules. Options include internationally focused internship, consulting project, exchanged program, service-learning project, ESL teaching program, case or business plan competition, or academic research project. Pre-requisites: EC 2301, EC 2303, AC 2310 or AC 2301, AC 2320 or AC 2302, IB 3321, IB 4370, MN 3330, MT 1305, MT 2306, MK 3310 (can be taken concurrently). (Spring only).

**IB 4372. Global Market Research. 3 Semester Hours.**

An examination of the techniques and methodologies used for analyzing industries, markets, and competitors within a regional or global context. Emphasis is placed on gaining a comprehensive understanding of the challenges associated with analyzing customers, competitors, environmental trends, market characteristics. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, EC 2301, EC 2303, AC 2301, AC 2302, IB 3321, MK 3310. (Not currently offered. Check with Dept. Chair).

**IB 4375. Internship in Intl Business. 3 Semester Hours.**

The opportunity to gain knowledge through experiential activities in professional life. Cooperation with public, business, and government institutions in monitoring and gaining work experience aimed at supplementing the learning process. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, Minimum GPA of 2.8, IB 3321, MN 3330. (Registration requires approval. Consult academic advisor.) (Fall, Spring, Summer).

**IB 4380. Int'l Trade Ops Exper Prac I. 3 Semester Hours.**

Required for all IB students enrolled in the International Trade Operations track. Preparation for international work experience to include competency-based training modules. Options include internationally focused internship, consulting project, exchanged program, service-learning program, ESL teaching program, case or business plan competition, or academic research project. Prerequisites: EC 2301, EC 2303, AC 2310 or AC 2301, AC 2320 or AC 2302, IB 3321 (can be taken concurrently), , MT 1305, MT 2306, one 2000 level language course. (Not currently offered. Check with Dept. Chair).

**IB 4381. Int'l Trade Ops Exper Prac II. 3 Semester Hours.**

Required for all IB students enrolled in the International Trade Operations track. Preparation for international work experience to include competency-based training modules. Options include internationally focused internship, consulting project, exchanged program, service-learning program, ESL teaching program, case or business plan competition, or academic research project. Pre-requisites: EC 2301, EC 2303, AC 2310 or AC 2301, AC 2320 or AC 2302, IB 3321, IB 4380, MN 3330, MT 1305, MT 2306, QM 3321, one 3000 level language course (can be concurrently). (Not currently offered. Check with Dept. Chair.).

**IB 4390. Seminar in International Business. 3 Semester Hours.**

Advanced course permitting the student to engage in reading and research on current developments in International Business. Group analysis of reports aids in expanding and deepening the horizons of the participants. (Spring Only) Designated as a writing intensive course. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, EC 2301, EC 2303, AC 2301, AC 2302, Senior Standing, Six additional hours designated as IB which can be taken concurrently, International Business majors only.

## Management

**MN 2320. Business Communications. 3 Semester Hours.**

This course will provide students with an introduction to industry standards in oral and written communication as well as professionalism expectations. Communication regarding performance management, supervision, recruitment and retention, motivation, and dismissal will also be examined. (Not currently offered. Check with Dept. Chair).

**MN 3310. Entrepreneurial Mindset I. 3 Semester Hours.**

This course is designed to introduce students to the concepts of entrepreneurship in the contexts of business startups, social entrepreneurial ventures, and as part of an organization (i.e., intrapreneurship). Topics range from opportunity identification and the creative pursuit of ideas, to the development of effective business plans. Experiential components include crafting elevator pitches individually or as part of a team, and presenting those to diverse audiences such as entrepreneurs, managers, investors and faculty members. This course is open to all students. Prerequisites: none. (Spring; Fall).

**MN 3312. Healthcare Management. 3 Semester Hours.**

This course introduces students to the knowledge and skills required to strategically manage the rapidly changing internal and external environment of health care organizations. The course is designed to provide students with a foundation in contemporary health care organizational structures and management practices. A primary theme of this course is the application of ethical management practices as codified in the American College of Healthcare Executives' Code of Ethics. By providing a general overview of the responsibilities of health care leaders and managers, students will have a contextual reference for the application of future coursework. Prerequisites: BA 1301, BA 1302, AC 2301, AC 2302, BA 3351, MN 3330, FN 3310, MK 3310.

**MN 3330. Organizational Behavior. 3 Semester Hours.**

This course will examine the role of individuals and groups in the organizational setting. Students will learn about how individuals and groups interact with and influence organizational processes through an examination of traditional and current management and organizational behavior models. Prerequisites: EC 2301 or EC 2303, MT 1305 or MT 2306 or MT 2303, AC 2310 or AC 2301 or AC 2320 or AC 2302; (Fall, Spring, Summer).

**MN 3340. Entrepreneurial Mindset II. 3 Semester Hours.**

In this course, students learn how to initiate a social enterprise or business venture. Topics include fostering creativity, creative problem solving, recognizing and developing opportunities, product design and development (e.g., 3-D printing prototyping), analyzing alternative business models, conducting feasibility analyses, and crafting an effective business plan. Students will develop an investor presentation pitch and fully develop a business plan for a startup or social venture. Students participate in local, national and/or international competitions. Prerequisite: EI 3310 or MN 3310. (Fall only).

**MN 3360. Study in Leadership. 3 Semester Hours.**

This course will examine literary and historical narratives to develop questions focused on moral and ethical leadership issues and situations. Students will deeply explore the leadership situations included in the literary works to develop their own understanding of moral leadership. The broad themes of the course include understanding the moral challenge, developing moral reasoning, and enacting moral leadership. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, MN 3330 (Fall, Spring).

**MN 3370. Human Resource Management. 3 Semester Hours.**

An introduction to the functions and strategies of Human Resources Management as they support and advance organizational strategy. Topics include but are not limited to the following: recruitment and selection, employee relations, employment law, compensation and benefits, training and development. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, MN 3330 (Fall & Summer only).

**MN 3380. Managing Innovation and Change. 3 Semester Hours.**

This course will include current concepts on the effective management of a rapidly changing business environment and the role of managers in assisting the organization with this change. Students will develop abilities to apply open innovation to the business as a new paradigm that assumes that firms can and should use external ideas as well as internal ideas, as the firms look to create and profit from new ideas and technology. Prerequisites: MT 1305 or MT 1411 or MT 2412, MT 2306 or MT 2303, AC 2301, AC 2302, EC 2301, EC 2303, MN 3330. (Not currently offered. Check with Dept. Chair).

**MN 3390. Innovation and Growth. 3 Semester Hours.**

In this course, students explore the opportunities and challenges involved in the management of growth in entrepreneurial settings, both at the individual company and as members of a corporation. This course employs experiential learning methods, such as conducting rotations at existing local entrepreneurial ventures and participating in a management simulation. Prerequisites: EI 3310 or MN 3310. (Spring only).



**MN 4100. Special Topics in Management. 1 Semester Hour.**

A study of topics in Management. Specific subject is indicated each time the course is offered. May be used as elective credit and repeated when the specific subject changes. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MN 3330, consent of instructor.

**MN 4300. Special Topics in Entrepreneurship and Innovation. 3 Semester Hours.**

A study of topics in Management. Specific subject is indicated each time the course is offered. May be used as elective credit and repeated when the specific subject changes. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MN 3330.

**MN 4310. 3-Day Startup: Innovation in Action. 3 Semester Hours.**

In this course, students participate in a 3-day learning by-doing entrepreneurship and innovation workshop. The course is offered in a location that enables creativity and team work, offering an extreme hands-on environment. Students experientially learn about idea generation, team formation, customer feedback, rapid prototyping and pitch crafting. In addition to the 3-day startup workshop, students learn about product and service commercialization, sources of funding, and new venture operations through a series of online lectures, discussions and assignments. This course is open to all students. Prerequisites: none. (Fall only).

**MN 4315. Business Research Methods. 3 Semester Hours.**

Students will examine core concepts and challenges in conducting empirical research for publication in scholarly management journals. Students will discuss the framing of research questions, theory development, the initial choices involved in research design, and basic concerns in empirical testing. Students will then consider these issues in the context of different modes of empirical research (including research using experimental, survey, qualitative, and archival methods). Students will conduct a research study and present research findings in a class symposium. Prerequisites: QM 3321 or permission of the instructor. (Spring only).

**MN 4320. Management Consulting. 3 Semester Hours.**

Student teams act as consultants to businesses to analyze the various functions of business as they pertain to endeavors. Managerial awareness and analytical skills in business problem solving are developed. (Fall; Spring) Prerequisites: EC 2301, EC 2303, MT 1305, MT 2306, AC 2301, AC 2302, Senior Standing, Consent of Instructor. (Not currently offered. Check with Dept. Chair).

**MN 4325. Sports Management. 3 Semester Hours.**

This course helps students gain a deeper understanding of the sport management profession. Primary focus is on sport industry, including professional, amateur, for-profit, and non-profit sport entertainment, sporting goods, and services, and sports management ethics. This course will introduce students to the professional and ethical issues that are unique to sports management at both the professional and amateur level. Prerequisites: Completion of at least nine hours in the minor, completion or concurrent enrollment in EX 3312 Selected Topics: Ethics in Sports.

**MN 4330. Negotiation and Conflict Resolution. 3 Semester Hours.**

Effective managers engage in numerous negotiations and must often resolve conflicts in organizations. This course will engage students in understanding models of negotiation while actively applying these models in practical negotiation situations. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MN 3330 (Fall only).

**MN 4340. Crowdfunding. 3 Semester Hours.**

In this course students learn about best practices and emerging crowdfunding research in a hands-on workshop. Students work individually or as part of a team to develop a crowdfunding campaign for an innovative project, business startup, or social entrepreneurial venture. This course is open to all students. Prerequisites: None. (Not currently offered. Check with Dept. Chair).

**MN 4355. Employment Law. 3 Semester Hours.**

Examination of relevant federal, state, and local laws pertaining to employment. Topics include, but are not limited to the following: Civil Rights Acts of 1964 and 1991 and related areas (Title VII, ADA, ADEA, EEOC, FMLA, Affirmative Action, etc.) Texas Workforce Commission, organized labor. (Spring only) Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303.

**MN 4375. Internship in Management/Entrepreneurship & Innovation. 3 Semester Hours.**

This course provides students with the opportunity to gain experiential knowledge in management through internships in professional settings such as corporate enterprises, nonprofit organizations, or consulting firms. Students will apply management theories and leadership principles in real-world business environments, gaining insight into organizational operations, strategy, and decision-making. All internships require supervision by an industry supervisor and a faculty supervisor. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, Minimum GPA of 2.8, MN 3330, MN 3370, Junior standing. (Registration requires approval. Consult academic advisor). (Fall, Spring, Summer).

**MN 4380. Values-Driven Intrapreneurship. 3 Semester Hours.**

Consistent with St. Mary's University's mission, in this course students apply the knowledge and skills developed in MN3310, MN3340, and MN3390 in order to contribute to the solution of a narrowly designed problem affecting our community. Students engage in a social intrapreneurship project with local non-profit organizations and develop functional solutions to issues these organizations face. Prerequisites: MN 3310 or EI 3310, MN 3340 or EI 3340. (Spring only).

**MN 4390. Seminar in Management. 3 Semester Hours.**

Students will engage in advanced independent reading and research on current developments in Management. Group analysis of individual reports aids in expanding and deepening the horizons of the participants. Prerequisites: Senior Standing. (Spring only).

**MN 4398. International Entrepreneurship. 3 Semester Hours.**

Topics covered include: global expansion of entrepreneurial ventures; methods of small business globalization. Opportunities and risks of global expansion; barriers to entry; impact of globalization on all business functions. Prerequisite: IB 3321. (Fall only).

## Marketing

### **MK 3310. Principles of Marketing. 3 Semester Hours.**

This is a survey course of the basic theory and practice of marketing. The course will cover the fundamental elements of marketing including: the marketing mix, market and buyer analysis, elements of marketing planning, selling, marketing communications, ethics, the application of technology and electronic media, and marketing management. (Fall, Spring, Summer) Prerequisites: EC 2301 or EC 2303, MT 1305 or MT 2306, AC 2301 or AC 2302.

### **MK 3330. Consumer Behavior. 3 Semester Hours.**

This course focuses on the analysis and interpretation of the behavior of individuals as buyers and consumers of goods and services. Students will learn to evaluate and interpret the psychological, economic, and socio-cultural factors and trends that influence purchase and consumption of goods and services. (Fall; Spring) Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310.

### **MK 3340. Integrated Marketing Communications. 3 Semester Hours.**

Course studies all elements of promotion and integrated marketing communications. Students gain knowledge of the major promotion and communication tools organizations use, how promotion is planned, budgeted, and used in the marketing program, and how to analyze promotion alternatives as they relate to the organizations marketing objectives and market segments served. (Fall; Spring) Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310.

### **MK 3342. Database Management. 3 Semester Hours.**

Introduction to theory of database management systems as applied in private and public, profit and non-profit organizations. Balance of managerial and technical issues. Strategic aspects of information as a corporate resource and database planning. Database design, development, and administration using commercial database management systems for personal and multiuse computers and fourth generation languages. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Spring only).

### **MK 3350. Retailing. 3 Semester Hours.**

Focuses on the operation and management of retail organizations. The course will develop student's knowledge and skills in the basic aspects of retailing, including: merchandising, product mix and inventory planning, market and demand analysis, and retail operations, including the application of technology to retailing. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310. (Not currently offered. Check with Dept. Chair).

### **MK 3360. Social Media Marketing/ Content Marketing. 3 Semester Hours.**

This course looks at the impact of social media on the overall marketing communication strategies. The primary focus of the course is to develop a social media marketing plan that integrates and optimizes the platform within the organization's overall marketing strategy. Students will develop a working knowledge of social media platforms like Facebook, LinkedIn, Instagram, Twitter, Tumblr, Pinterest etc. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Fall only).

### **MK 3370. Selling & Sales Management. 3 Semester Hours.**

Course Description: This course provides an overview of the basics of advertising while presenting a picture of the future of advertising management. Ethics, communications, consumer benefits will be explored in light of strategic marketing and business goals. The course focuses on the cornerstone for modern advertising, the customer/consumer. Exploring the "business" of advertising and the role of individual contributors will be both conceptual and experiential. (Fall) Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310. (Spring only).

### **MK 3375. Search Engine Marketing/Digital Marketing. 3 Semester Hours.**

Students are introduced to the complex topic of search engine optimization and the process of improving the volume and quality of consumer traffic to a website. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Spring only).

### **MK 3380. Interactive Services Marketing. 3 Semester Hours.**

Focuses on the marketing of services both as intangible products and as service component of physical goods. Students will focus on the differences in marketing services compared to physical products, management of the marketing mix for service marketing, creation and control of service quality, management of the Servicescape, and the use of technology in delivering service products. (Fall, Spring) Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310.

### **MK 3390. Branding. 3 Semester Hours.**

In this course students will learn about the discipline of brand management and how it drives company value. They will learn to develop and execute an effective brand strategy. Topics include brand launch, invigoration/rebranding, as well as ways to manage various types of brands, such as product vs. corporate, B2C vs B2B. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Fall only).

### **MK 4100. Special Topics in Marketing. 1 Semester Hour.**

An in-depth study of a selected topic in marketing; specific subject may vary each time the course offered. Credit hours will be determined prior to the beginning of the course and will be contingent upon the planned class time and work load. MK 4100, MK 4200, MK 4300 is an elective and may be repeated when the specific subject changes. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310, Consent of the Instructor.

### **MK 4200. Special Topics in Marketing. 2 Semester Hours.**

An in-depth study of a selected topic in marketing; specific subject may vary each time the course offered. Credit hours will be determined prior to the beginning of the course and will be contingent upon the planned class time and work load. MK 4100, MK 4200, MK 4300 is an elective and may be repeated when the specific subject changes. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310, Consent of the Instructor.

**MK 4300. Special Topics in Marketing. 3 Semester Hours.**

An in-depth study of a selected topic in marketing; specific subject may vary each time the course offered. Credit hours will be determined prior to the beginning of the course and will be contingent upon the planned class time and work load. MK 4100, MK 4200, MK 4300 is an elective and may be repeated when the specific subject changes. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310, Consent of the Instructor. (Semester offered varies. Check with Dept. Chair).

**MK 4310. Advertising Management. 3 Semester Hours.**

This course examines various marketing decisions such as pricing and inventory management and the impact of those decisions on a firm's profitability, liquidity, and asset utilization. The choice of distribution channels and channel structure is also examined and related to product attributes. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310. (Semester offered varies. Check with Dept. Chair).

**MK 4320. Distribution and Pricing Decisions. 3 Semester Hours.**

This course examines various marketing decisions such as pricing and inventory management and the impact of those decisions on a firm's profitability, liquidity, and asset utilization. The choice of distribution channels and channel structure is also examined and related to product attributes. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310. (Not currently offered. Check with Dept. Chair).

**MK 4330. Mobile Marketing/Search Engine Optimization. 3 Semester Hours.**

Students are introduced to the complex topic of search engine optimization and the process of improving the volume and quality of consumer traffic to a website. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Not currently offered. Check with Dept. Chair).

**MK 4340. Business Intelligence. 3 Semester Hours.**

Development and application of the strategies, methods, and techniques used in data mining, predictive analytics, and other decision support systems. The course employs testing, documenting and using software programs in functional areas of business such as Finance, Production, Marketing, and Accounting. EC 2301, EC 2303, MT 1305, MT 2306, AC 2301, AC 2302, QM 3321, QM 3330 or AC 3331, MK 3310. (Fall only).

**MK 4350. Data Driven Marketing. 3 Semester Hours.**

This course uses analytics to design content that is appropriate so that its format, length, and relevancy work in the selected media channel. Students will learn how to assess content and understand how it fits into a marketing campaign. They will also learn what kind of content works at what stage of a customer's decision journey. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Fall only).

**MK 4370. Marketing Research. 3 Semester Hours.**

The course applies the methods of social science research to problems in marketing. Students will learn to formulate research topics, plan research, follow standards for ethical research practice, use both primary and secondary sources of data, collect and analyze data using common statistical software, and report research results. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310, QM 3321. (Fall, Spring).

**MK 4371. E-Business. 3 Semester Hours.**

The course provides an introduction to eBusiness in a global environment. The material covered includes: (1) technologies, infrastructures and mechanisms that enable the development of eBusiness, (2) business models that include foreign outsourcing and their impact on organizational culture and diversity, (3) issues that are being raised in the areas of privacy, intellectual property, and security, and (4) the impact of the digital divide and other ethical and political topics. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Not currently offered. Check with Dept. Chair).

**MK 4375. Internship in Marketing. 3 Semester Hours.**

Individual students will work in an approved marketing position at a business, non-profit, or public institution to gain experiential learning and apply their knowledge in a professional work setting. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, Minimum GPA of 2.8, MK 3310, Completion of or concurrent enrollment of six of the required major hours. (Registration requires approval. Consult academic advisor). (Fall, Spring, Summer).

**MK 4380. Sports Marketing. 3 Semester Hours.**

Analysis of the principles related to the economic and social role of sports marketing; competitive strategies# efficiency in sports management# and essential concepts for sports marketing. Prerequisites: MT 1305, MT 2306, AC 2301, AC 2302, EC 2301, EC 2303, MK 3310 or Approval of the Instructor, QM 3321 (Fall only).

**MK 4390. Marketing Strategy. 3 Semester Hours.**

Students will engage in advanced independent reading and research on current developments in Management. Group analysis of individual reports aids in expanding and deepening the horizons of the participants. Prerequisites: Senior Standing. (Spring only).