BIO 480 Literature Seminar (1 cr)
The focus of this course is the presentation of research in a seminar format. Students will present a primary literature article related to their research project, and gain experience in evaluating and critiquing research articles. Participation in all seminars is mandatory. Prerequisite: junior or senior standing.

BIO 482 Research Seminar (2 crs)
This is the final course in the four-course sequence of student research. Students will present their data to the class in a seminar form and a written report, in scientific format, on their original research project. Additionally, students are required to present their project at a research symposium. Participation in all seminars is mandatory. Prerequisite: BIO 480.

BIO 490 Neuroanatomy and Physiology (3 crs)
This is an advanced course focusing on basic and applied neuroscience. It includes the basic structure of the nervous system including the structure and morphology of the neuron. Emphasis is placed on the functional significance of the central, peripheral, and autonomic nervous systems from development to disease. Prerequisite: BIO 109 or junior or senior standing as a BIO major.

Business
*Contact persons: Mr. Theodore Pauks*

Consistent with the mission of Wheeling Jesuit University, the purpose of business education is to contribute to the development of people prepared for productive and socially responsible lives and for leadership in the world of business. The business curriculum consists of both a broad exposure to the arts and sciences and a comprehensive education in business.

The undergraduate and graduate business programs of Wheeling Jesuit University are accredited by the Association of Collegiate Business Schools and Programs (ACBSP). This distinction means that in addition to University-wide accreditation by the North Central Association, the business department programs have met the high standards of this professional accreditation association for business programs. We have sought and achieved this accreditation in order to insure that our curricula, faculty, facilities and internal evaluation processes meet or exceed recognized national standards.

The business program is geared to provide a basic understanding of the nature and purpose of business and its role in society and a general knowledge of the structure and processes of business. The curriculum includes courses in accounting, finance, marketing, management and economics, among others. It focuses on analytical skills and the constantly growing array of software applicable to business. It also addresses the dynamic global, social, political, economic and technical environments in which business operates. Communication, leadership and analytical skills and experience in working effectively in teams, all qualities required for success in business, are fundamental elements of the program. Instruction is provided by faculty with extensive experience in business and related fields. Instruction is enhanced by applicable technologies. Internships and other experiential exposures that are integral to the business curriculum.

The Wheeling Jesuit University Mission Statement has provided a primary foundation for the development of the Mission for the Department of Business. Students will be motivated to learn for life, and become proficient leaders in their fields; will be competent, knowledgeable and ethical. The purpose of business education is to contribute to the
development of individuals prepared for productive and socially responsible lives and for leadership in the world of business.

Graduates with degrees in business will be prepared to:

- Pursue career opportunities in business.
- Contribute in all major functional areas of a business.
- Recognize and deal with issues of ethical and social responsibility in business.
- Be proficient in oral and written communication.
- Be competent in the use of computers and standard software.
- Enter graduate study in business, law and other fields.

**The Business Department Majors**

The business department offers a major in business, which leads to the bachelor of science degree in business and a major in accountancy, which leads to the bachelor of science degree in accountancy.

**The University Core Curriculum**

All majors in business and in accountancy must complete the University core curriculum, including specifically:

- ECO 110 Macroeconomics (3 crs)
- MAT 105 Statistics (3 crs)
- INS 111 World Community (3 crs)

**The Business Core Curriculum**

All majors in business and in accountancy must complete the business core curriculum:

- BIO 107 Evolution and Ecology
- ACC 123 Principles of Accounting I (3 crs)
- ACC 124 Principles of Accounting II (3 crs)
- ECO 221 Microeconomics (3 crs)
- FIN 311 Principles of Finance (3 crs)
- MGT 111 Principles of Management (3 crs)
- MKT 211 Principles of Marketing (3 crs)
- BUS 221 Quantitative Business Analysis (4 crs)
- BUS 313 Information Systems and Operations (3 crs)
- BUS 315 Business Law (3 crs)
- BUS 410 Strategic Business Planning* (3 crs)
- BUS 100 Business Skills 1 (2 crs)
- BUS 200, 300, 400 Business Skills (1 cr. /yr.)

Note for Business and Accounting Majors:

Seniors are required to take the ETS Major Field Test for Business. The test will be administered within the BUS 400 class. There is a charge for the test.

**Requirements for Major in Business Administration Bachelor of Science Degree**

In addition to completing the University core curriculum and the business core curriculum, all business majors must complete at least one concentration.
The Business Concentrations

Concentration in Management Required:
MGT 226  Organizational Behavior (3 crs)
MGT 315  Conceptual Foundations of Business (3 crs)
MGT 340  Organizational Leadership (3 crs)
MGT 436  Human Resources Management (3 crs)
Plus one approved elective

Concentration in Marketing Required:
MKT 316  Consumer Behavior (3 crs)
MKT 310  Marketing Research (3 crs)
MKT 317  Services Marketing (3 crs)
MKT 420  Marketing Strategies (3 crs)
Plus one approved elective

Concentration in Sports Management Required:
MGT 220  Sports Management (3 crs)
MGT 401  Sports Facility and Event Management (3 crs)
MGT 402  Sports Law (3 crs)
MKT 318  Sports Marketing (3 crs)
Plus one approved elective

Concentration in Personal Financial Planning Required:
FIN 212  Personal Finance & Consumer Economics (3 crs)
FIN 312  Investment and Portfolio Management (3 crs)
FIN 411  Tax, Estate, Trust, and Retirement Planning (3 crs)
FIN 412  Risk Management & Insurance (3 crs)
Plus one of the following electives:
FIN 313  Financial Counseling and Consumer Credit (3 crs)
FIN 314  Real Estate (3 crs)
FIN 373/374  Internship (3 crs)
MBA 508  Management of Financial Resources (3 crs)

***Approved Electives include any required course for another concentration or any course from the list below:
ECO 316  Economics of Sports (3 crs)
MGT 220  Sports Management (3 crs)
MGT 311  International Business (3 crs)
MGT 330  Introduction to e-commerce (3 crs)
MGT 373/4  Internship in Management (3 crs)
MKT 313  Advertising Management (3 crs)
MKT 315  International Marketing (3 crs)
MKT 323  Marketing and e-commerce (3 crs)
MKT 373/4  Internship in Marketing (3 crs)
PSY 250  Sports Psychology (3 crs)
The Major in Accountancy

The accountancy program is designed to prepare for careers in public accounting, industry, not-for-profit organizations and government. The program provides students with sound preparation for successful graduate study in business, law and other areas. Courses represent rigorous examinations of accounting concepts, principles and applications which provide the foundation for professional accountancy careers. The University also offers a Master of Science in Accountancy (MSA) degree. The MSA program requires 30 hours. Requirements for Accountancy Major Bachelor of Science Degree In addition to completing the University core curriculum and the business core curriculum, all accountancy majors must complete the following courses:

- ACC 211 Intermediate Accounting I (3 crs)
- ACC 212 Intermediate Accounting II (3 crs)
- ACC 223 Accounting Information Systems (3 crs)
- ACC 305 Tax Accounting (3 crs)
- ACC 311 Managerial Cost Accounting (3 crs)
- ACC 401 Advanced Accounting Practice (3 crs)
- ACC 403 Accounting for Government and Not-for-Profit Organizations (3 crs)
- ACC 406 Auditing Theory and Practice (3 crs)

Plus one of the following courses:
- MSA 553 Controllship (3 crs)
- *MSA 509 Law for Accountants (3 crs)
- ACC 373/374 Internship in Accounting (3 crs)

* Required for CPA exam in most states

Business Department Minors

Students majoring in disciplines other than business and accountancy may earn a minor in business by completing the following courses:

- ACC 123 Principles of Accounting I (3 crs)
- MGT 111 Principles of Management (3 crs)
- ECO 110 Macroeconomics (3 crs)
- MKT 211 Principles of Marketing (3 crs)
- FIN 311 Principles of Finance (3 crs)

The Minor in Accountancy for Non-Business Major

- ACC 123 Principles of Accounting I (3 crs)
- ACC 124 Principles of Accounting II (3 crs)
- ACC 211 Intermediate Accounting I (3 crs)
- ACC 212 Intermediate Accounting II (3 crs)
- ACC 311 Managerial Cost Accounting (3 crs)
- ACC 305 Tax Accounting (3 crs)

* Business majors must complete ACC 223 in addition to above list

Course Descriptions:

**Accounting**

- ACC 123 Principles of Accounting I (3 crs)

100
An introduction to basic financial accounting theory and practice.

**ACC 124 Principles of Accounting II** (3 crs) S
Continuing coverage of financial accounting and introduction of cost and managerial accounting.

**ACC 211 Intermediate Accounting I** (3 crs) F
An extensive examination of descriptive financial accounting theory and practice. Constitutes the first accounting course at the professional level for the student majoring in accounting. *Prerequisite: ACC 123.*

**ACC 212 Intermediate Accounting II** (3 crs) S
Continues the extensive study of descriptive financial accounting theory and practice. *Prerequisite: ACC 211.*

**ACC 223 Accounting Information Systems** (3 crs) F
This course is a practicum in commercial accounting systems. Students will perform general ledger, accounts payable, accounts receivable, billing, purchase order, inventory, payroll and job costing functions using a commercial software package. The software will be used to design specialized reports for budgeting, financial analysis, product costing and for analyzing cost management techniques. Another package designed specifically for activity-based costing will be used to learn how this method of managing overhead can enhance a business’s performance. Student learning will be developed and measured through computer intense projects, class discussion, library and field research. Systems theory and information technology topics are also discussed. *Prerequisites: ACC 124.*

**ACC 305 Tax Accounting** (3 crs) F
This course addresses taxation of individual income. Basic tax concepts are examined along with tax rules and regulations. Tax preparation and tax research software are used extensively. Students who have successfully completed the course often work in the Wheeling Jesuit Tax Clinic for hands-on experience. *Prerequisite: ACC 124.*

**ACC 311 Managerial Cost Accounting** (3 crs) S
A critical analysis of cost concepts as they relate to the administrative process. Includes the presentation of case studies and the use of electronic spreadsheets. *Prerequisite: ACC 124.*

**ACC 373/374 Internship in Accounting** (3 crs) F, S
A structured learning experience during which the student will apply and expand his/her academic accounting knowledge by participating in a functioning organization. *Prerequisite: Permission.*

**ACC 401 Advanced Accounting Practice** (3 crs) F
An advanced study in the theory and related problems applicable to specialized topics in advanced financial accounting. Topics include: partnerships, business combinations, installment sales, consignments, foreign operations and estates and trusts. *Prerequisite: ACC 212.*

**ACC 403 Accounting for Government and Not-for-Profit Organizations** (3 crs) S
Deals with financial accounting and reporting for federal, state and local governments and for medical, educational, religious, human services, charitable and other non business organizations. Topics include: fund accounting; financial reporting and budgetary control for not-for-profit organizations; program-planning-budgeting systems; and governmental and institutional auditing. *Prerequisite: ACC 212.*
ACC 406 Auditing Theory and Practice  (3 crs)  S
Examination of the philosophy, concepts and techniques pertaining to the auditing process. Prerequisite: ACC 212.

MSA 509 Law for Accountants  (3 crs)  F
This advanced course in business law focuses on topics of particular interest to the accounting profession. Prerequisite: BUS 315.

MSA 553 Controllership  (3 crs)  S
Investigates and studies the controller function within the contemporary organization. The controller is typically the chief accounting officer. The course studies the different functions for which the controller has traditionally been responsible as well as the changing role of the controller in the age of information technology. Prerequisite: ACC 311.

Business

BUS 100 (2 crs), 200, 300, 400 Business Skills II-IV (1 cr/year)  100/200 F  300/400 S
This seminar course addresses a wide variety of activities aimed at enhancing students’ business skills, including social skills, communication, computer, writing and speaking skills. Methodology will include business simulations, guest speakers, alumni contacts, research, field trips, sporting activities and networking.

BUS 221 Quantitative Business Analysis  (4 crs)  F,S
This course addresses the vital tools of business management including statistical applications, sampling, data collecting, simple linear regression, ANOVA, Chi Square, simple linear programming, networks and decision analysis. Prerequisite: MAT 105.

BUS 313 Information Systems and Operations Management  (3 crs)  F,S
This course addresses systems in an operations environment, including computer hardware, software, communications, data bases, data warehousing, data mining, enterprise systems, e-commerce, IS acquisition, product/service development, process analysis, forecasting, capacity and aggregate planning, scheduling, MRP, JIT, inventory management. Prerequisites: MGT 111, ACC 124, BUS 221.

BUS 315 Business Law  (3 crs)  F,S
Study of the bases of the law and the Uniform Commercial Code, which is most likely to be encountered in a business environment. Topics include contracts, personal property, bailments, sales, torts, government regulation, administrative agencies, corporations, partnerships, commercial paper, insurance, bankruptcy, real property, estates and trusts.

BUS 355 Business Ethics  (3 crs)
An exploration of the relationship between the world of business and the values of the larger society in which business operates. An application of ethical principles to issues, such as hiring practices, quality of the work place, conflicts of interest, environmental and consumer issues and the social responsibility of business. Prerequisites: PHI 105 and 205.

BUS 410 Strategic Business Planning  (3 crs)  F,S
This capstone course is concerned with the development of approaches for defining, analyzing and resolving complex strategic problems of profit and not-for-profit organizations. The course should be taken in the last year of the student’s program.
**ECONOMICS**

**ECO 110 Principles of Macroeconomics**  (3 crs)  F
A presentation of basic macroeconomic relationships. Topics emphasized are: the determination of income and employment, monetary and fiscal policies, inflation, interest rates and economic growth.

**ECO 221 Principles of Microeconomics**  (3 crs)  S
A presentation of basic theories of consumer behavior and of the firm. Other topics include: study of elasticity, firm and industry equilibrium under various market structures and international trade. **Prerequisite:** ECO 110.

**ECO 312 Intermediate Microeconomics (MBA 506)**  (3 crs)  D
An examination of the economic theory of households, the theory of the firm, price determination and resource allocation. **Prerequisites:** ECO 221, BUS 221.

**ECO 316 Economics of Sports**  (3 crs)  D
This course will apply economic principles and accounting and financial tools to analyze a wide range of issues in the realm of professional sports and collegiate athletics. These include expansion and rival leagues; realignment and alternative league formats; franchise relocation and venue construction; revenues from merchandising, promotion and broadcast rights and their distribution; free agency, arbitration and salary caps; player development through amateur drafts and minor leagues; NCAA rules on scholarship and eligibility and financial aspects of collegiate athletic programs. Class discussions, short presentations and written work form the bulk of the course requirements. The final paper allows an opportunity for students to research and apply economic, accounting and financial analyses to sports topics of personal interest.

**ECO 321 History of Economic Thought**  (3 crs)  SO
Economic ideas in perspective of historic development. **Prerequisite:** ECO 221.

**ECO 324 Contemporary Economic Issues (MBA 547)**  (3 crs)  D
The relationship of economic theory and the real world. An examination of current socioeconomic problems, issues and alternative solutions. Topics include: unemployment, inflation, productivity, government regulations, national debt, health care, pollution and the use of natural resources. **Prerequisite:** ECO 221.

**Finance**

**FIN 311 Principles of Finance**  (3 crs)  F,S
A basic study of organizational and financial practices and problems which arise in connection with business organizations, especially the corporation. Topics include: the time value of money, basic capital budgeting, basic long-term financing decisions and working capital policy. **Prerequisites:** ECO 110, ACC 123.

**Management**

**MGT 111 Principles of Management**  (3 crs)  S
Management is the process of working with and through people to obtain organizational objectives. The introductory level survey course examines the management functions of organization, controlling, leading and planning. General Systems Theory will be emphasized as an analytical tool. Supervisory behavior and skills will be key topics.

**MGT 220 Sports Management**  (3 crs)  FE
This is a survey course that provides a basic understanding of professional, amateur and recreational sports. Organizational structure and the financial elements typically found in the sports industry will be studied. Students will receive an overview of the historical development of sports and how sports has become an integral part of such social
institutions as the family, business, education, politics and religion. Career opportunities will be reviewed to help the
students focus on what area of sports management they are most interested exploring throughout their college program.
Prerequisite: MGT 111

MGT 226 (PSY 226) Organizational Behavior (3 crs) S
A survey course that examines individual and group behavior in an organizational context. The underlying thesis of this
course is that an increased understanding of the human system can result in an organization that is more effective at
meeting both the organization’s objectives and the goals of the individual employees. Major topics include: motivation,
leadership, group processes and attitudes.

MGT 311 International Business (3 crs) D
This course treats various aspects of international business, with particular emphasis on the role of the multinational
company, whether headquartered in the United States or in another country. After considering the international financial
and trade frameworks, the student explores the functional areas of the multinational company: finance, production,
marketing and personnel. Examined will be the various economic, political and social forces that shape corporate
strategies and objectives in the international marketplace. Prerequisites: ACC 123 and ECO 110 or permission.

MGT 315 Conceptual Foundations of Business (3 crs) F
This course embraces the major ideas and institutions that make up an important part of the environment within which
business transactions take place. The ideas are those philosophical concepts which have helped to shape business and
society. The institutions include not only business institutions but also those legal and political institutions which have a
major bearing on business.

MGT 340 Organizational Leadership (3 crs) F
After examining the evolution of leadership theory, this course focuses on a contemporary leadership model. The
student’s leadership style will be determined and personal development opportunities will be provided.

MGT 373/374 Internship in Management (3 crs) F,S
A structured learning experience during which the student will apply and expand his/her academic business knowledge
by participating in a functioning organization. Prerequisite: Permission.

MGT 401 Sports Facility and Event Management (3 crs) FO
This course will teach students the theory behind the planning and managing stadiums and arenas used by academic,
professional and recreational organizations. The course will review early history of sports facilities to managing an
event within a modern sports facilities to include operational issues such as scheduling, security, food and souvenir
concessions, ticketing, maintenance and personnel management. The role sporting facilities and events play in the local
community will be explored. Prerequisite: MGT 220.

MGT 402 Sports Law (3 crs) D
Sports law will cover the federal and state laws and athletic association regulations impacting sports teams, players,
coaches and events. Laws affecting both amateur and professional athletes and teams will be studied. Contract law,
specific to sports management will be an integral part of this course. Students completing this course will understand
the legal implications of dealing with athletes and athlete agents and liability issues related to sporting events. Prerequisite:
BUS 315.
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<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<td>MGT 436</td>
<td>Human Resource Management</td>
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<td>This course examines the functions</td>
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<td>performed by human resource</td>
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<td>professionals in the dynamic</td>
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<td>environment of the 21st century.</td>
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<td>Major topics include human</td>
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<td>ethical considerations and legal</td>
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<td>issues impacting on employment</td>
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<td>decisions. Prerequisite: MGT 111.</td>
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<td>Marking</td>
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<td>MKT 211</td>
<td>Principles of Marketing</td>
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<td>An examination of the fundamental</td>
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<td>concepts of marketing activities.</td>
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<td>Takes a managerial perspective to</td>
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<td>introduce product, price, place and</td>
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<td>promotion elements of the marketing</td>
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<td>mix. Prerequisites: MKT 211.</td>
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<td>MKT 310</td>
<td>Marketing Research</td>
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<td>The methods and techniques of</td>
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<td>marketing research studies and the</td>
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<td>interpretation of data. Prerequisites:</td>
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<td>MKT 211, BUS 221.</td>
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<td>MKT 313</td>
<td>Advertising Management</td>
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<td>A study of the managerial and creative</td>
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<td>effects. Prerequisite: MKT 211.</td>
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<td>MKT 315</td>
<td>International Marketing</td>
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<td>marketing strategy within the</td>
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<td>context of international business.</td>
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<td>affect worldwide economic activity</td>
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<td>cultural, political and legal</td>
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<td>environments of international</td>
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<td>marketing. Special attention is</td>
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<td>given to the area of export</td>
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<td>management. Prerequisite: MKT 211.</td>
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<td>MKT 316</td>
<td>Consumer Behavior</td>
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<td>Designed to integrate theories of</td>
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<td>consumer behavior that impact upon</td>
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<td>an organization’s marketing</td>
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<td>activities. Explores individual and</td>
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<td>group behavior factors. Prerequisites:</td>
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<td>MKT 211.</td>
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<td>MKT 317</td>
<td>Services Marketing</td>
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<td>Over half of the GDP in the U.S.</td>
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<td>comes from service related businesses.</td>
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<td>Nonprofit organizations (schools,</td>
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<td>marketing as an increasingly</td>
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<td>important function. This course</td>
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<td>applies marketing principles and</td>
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<td>techniques to the unique needs of</td>
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<td>these organizations. Prerequisite:</td>
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<td>MKT 211.</td>
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<td>MKT 318</td>
<td>Sports Marketing</td>
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<td>Sports marketing is designed to</td>
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<td>provide students insight into the</td>
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<td>application of marketing techniques</td>
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<td>to the ever changing, fast paced</td>
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<td>environment of the sports world and</td>
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<td>the complex and diverse nature of</td>
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<td>sports marketing. The course will</td>
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<td>include appreciation for the growing</td>
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<td>popularity of women’s sports,</td>
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<td>globalization of sports, and current</td>
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<td>research in sports marketing for</td>
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<td>areas such as sports promotion</td>
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<td>development. Prerequisite: MGT 220.</td>
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<td>MKT 323</td>
<td>Marketing and Electronic Commerce</td>
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<td>In this course, students will learn</td>
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<td>the application of marketing mix (i.e.</td>
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<td>product, price, distribution and</td>
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<td>promotion) decisions to electronic</td>
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<td>commerce. Students will also gain an</td>
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<td>insight in consumer behavior</td>
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<td>regarding the use of electronic</td>
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<td>commerce in purchase decisions.</td>
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<td>Prerequisite: MKT 211.</td>
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</table>
MKT 373/374 Internship in Marketing  (3 crs)  F,S
A structured learning experience during which the student will apply and expand his/her academic business knowledge by participating in a functioning organization. Prerequisite: Permission.

MKT 420 Marketing Strategies  (3 crs)  S
The study of essential aspects of effective marketing strategy formulation and implementation. An appreciation of the complexity of managerial decision-making will be stressed. Emphasis will be on case studies to more fully demonstrate segmentation, targeting, positioning and other marketing mix strategies. Prerequisite: MKT 211; senior standing.

Catholic Studies
Contact Person: Robert J. Phillips, Ph.D.

The goal of this program is to deepen the awareness and understanding of Catholic Intellectual Tradition. Catholic Studies includes the contributions of Catholic reflection and practice, but extends beyond theology, church history, morality and liturgy. In particular, students will investigate the Catholic Intellectual Tradition from the distinct perspectives of art and music, literature, politics and social justice.

Requirements for Catholic Studies Minor
A Catholic Studies minor must complete the following courses:

ISC/COM 401 Senior Internship and Project
CST 201 The Catholic Vision  (3 crs)
CST 301 Classics of the Catholic Intellectual Tradition  (3 crs)

The minor is completed by taking one course in each of the following areas:

Humanities  (3 crs)
Social Science  (3 crs)
Theology or Philosophy  (3 crs)
Elective  (3 crs)

Note: While students will be encouraged to take RST 107 (Catholicism), it is not required for the minor

Special Note on Catholic Studies Minor
The minor in Catholic Studies requires 18 hours and is earned by completing a six-credit core and 12 hours of elective credit that reflects the interdisciplinary nature of the Catholic Intellectual Tradition.

Course Descriptions:

CST 201 The Catholic Vision  (3 crs)  D
This course serves as an orientation to the minor. The course identifies what is distinctive about the Catholic vision and so will examine such fundamental issues as: the principle of sacramentality, the relationship of the person to the common good, the centrality of morality, the relationship of faith and reason, as well as a philosophy of the human person before God. This course is comprised of material drawn from the humanities, the natural and social sciences and theology.

CST 301 Classics of the Catholic Intellectual Tradition I  (3 crs)  D
This course is a seminar that examines a seminal thinker and/or classic works in the Catholic Intellectual Tradition.