

## Department of Management and Marketing

**Department Chair: Alan Hamlin**  
 BU 316  
 (435) 586-5417

**Management Faculty: Gerald Calvasina, Alan Hamlin, Roy Johnson, Art Porter, Greg Powell, Emmett Steed, Carl Templin.**

**Marketing Faculty: Wayne Roberts, Derek Snow, and Dennis Vredenburg**  
**Paula Alger, Advisor**  
**Laurie Harris, Office Manager**  
 Bu 303  
 (435) 586-5462  
 Website: <http://www.suu.edu/business/mgmt/>

### Degrees Offered

#### Master of Business Administration

#### Bachelor of Arts/Bachelor of Science

- Management (Composite major, no minor required)
- Marketing (Composite major, no minor required)
- Hotel Resort & Hospitality Management (Minor required)

#### Minors

- Management
- Marketing
- Marketing Education (Teaching Licensure)

\*STUDENTS PURSUING A COMPOSITE BUSINESS MAJOR MAY NOT SELECT A BUSINESS MINOR (Accounting, Finance, Management or Marketing) IN THE SCHOOL OF BUSINESS.

\*STUDENTS MAY SELECT ONLY ONE BUSINESS MINOR (Accounting, Finance, Management or Marketing) IN THE SCHOOL OF BUSINESS.

### Department Statement

#### Management Mission Statement

The mission of the management program is to direct its teaching, research and service activities toward developing and enhancing the ability of students and practitioners to identify, assemble, and coordinate the skills and resources needed to create economic wealth within ethical and societal boundaries.

The primary commitment of the faculty is to provide a nationally accredited, high-quality undergraduate experience to our students. Excellent undergraduate teaching is our top priority. In supporting the mission of Southern Utah University and the School of Business, the program contributes expertise in leadership development, ethics, business, government and society, organizational behavior, entrepreneurship and small business administration, strategic management, human resource administration, and international management. Although primarily aimed at the private sector, program activities overlap into non-profit and governmental sectors.

Quality intellectual contributions are also an important part of our mission. These include the dissemination of the results of management and pedagogical research, and the use of relevant instructional materials including textbooks and case studies.

Service to the program, the University, the management profession, and society in general is a critical aspect of our mission. Service is provided through participation in School of

Business and university committees, attendance at professional meetings and seminars, advising student organizations, and consulting activities.

### Learning Objectives

The management program fully supports the undergraduate learning objectives of the School. In pursuit of the mission stated above, the additional objectives of the Management program are as follows:

1. All management students will be encouraged to participate in relevant student organizations supporting their interests. These include the Society for Human Resource Management, The Academy, and other groups.
2. All graduating students will have a working knowledge of the concepts of planning, organizing, staffing, directing and controlling commercial operations.
3. All graduating students will be familiar with the major trends affecting small and large business, international commerce and e-business.
4. All graduating students will be able to synthesize the fundamental elements of finance, accounting, business law, marketing, economics and management in a manner which enables them to make effective decisions at the corporate level.

#### 1. Advanced Standing

The objective of advanced standing is to ensure preparedness for the upper-division business core courses.

The requirements for attaining advanced standing in the SUU School of Business are as follows:

- A. Complete the pre-business core requirements as defined in this catalog
- B. Complete courses to satisfy pre-business core courses with a minimum GPA of 2.5 (this includes transfer credits).
- C. Apply for advanced standing must be filed during the final semester of pre-core course enrollment. An application for advanced standing must be filed prior to the next semester's registration to ensure accessibility to registration in major coursework. No more than 9 upper-division hours will be allowed prior to completion of the pre-business core. Advanced Standing status will not be given without meeting the 2.5 GPA standards and completing the pre-business core in its entirety.
- D. When the pre-business core is successfully completed, Advanced Standing will be granted. It is necessary to declare a major in the chosen discipline (at the SUU Registrar's Office).

#### 2. Repeating Failed Business or Pre-Business Courses

Students will be allowed to repeat a failed course only once. If the course is not passed with a minimum grade after the second attempt, that student will not be admitted into advanced standing or allowed to graduate with a composite degree in one of the other business majors. The required GPA for every business core is a 2.5. Every student must meet the minimum GPA standard to graduate with any business major.

#### 3. Transfer Students

Transfer students, either from another college within the university, or from another institution, may be given Conditional Advanced Standing upon entry to the university, allowing them to take no more than 9 credit hours in upper-division major courses.

Conditional Advanced Standing may be granted only if the student is in the final semester of pre-business core completion. Transfer students must meet with the business advisor before enrolling in

any upper-division courses to determine the extent to which the pre-business core has been fulfilled.

#### 4. Summary of Graduation Requirements

To graduate with a degree in business from SUU, the student must:

- A. Meet the requirements of the pre-business core, major and/or minor as listed in this catalog.
  - \*Be accepted to advanced standing and successfully complete each required upper-division core and composite major classes with an average 2.5 grade or better, and have an overall GPA of a 2.5 or better in the composite major.
- B. Meet the other requirements for graduation as defined by the University.
- C. Complete the general education requirements as defined in the catalog. Transfer students can meet this requirement by the following means:
  - (1) Complete the GE requirements at one of the other four-year colleges in the Utah System of Higher Education (USHE), or
  - (2) Complete the associate of science or associate of arts degree from a community college within the USHE. (Transfer students from other community colleges must have the general education requirements evaluated by the registrar). Students pursuing a bachelors degree must take the American Institution requirement to graduate (this course may be taken at a junior college or at SUU. See the Student Development or Registrar's Office for a suitable equivalent).
  - (3) Complete a minimum of 120 semester hours.
  - (4) Complete a minimum of 40 upper-division semester hours (course number 300 or above from an accredited four year college or university).
  - (5) Have an overall GPA of 2.0 or better.
  - (6) Have a 2.5 GPA or better in all of the pre-business core, business core and major core requirements.

### Master of Business Administration Program (MBA)

The Southern Utah University MBA program produces capable business leaders who are prepared with the necessary management and research skills to make high quality business decisions in either an entrepreneurial or staff capacity.

While we provide our MBA students with a solid foundation of human and technical management knowledge and skills, a hallmark of our program is the opportunity for students to pursue projects and mentored study on issues of their own interest. Our commitment to this process of active learning is driven by our desire to produce confident leaders who can think critically, engage in a process of discovery, and implement appropriate policies.

The MBA further supports the vision and mission of the School of Business by increasing the level of academic opportunity for the region, while enhancing the visibility and reputation of the School and University.

#### MBA Learning Objectives

1. Develop the ability to use and integrate knowledge from the core areas of business.
2. Communicate effectively, orally and in writing.
3. Develop teamwork and leadership skills.
4. Effectively use strategic analysis and decision-making skills, supported by appropriate quantitative methods and information technology.
5. Develop an understanding of the global, ethical and socio-political context of business.

#### Requirements for Admission into School of Business Graduate Programs

Admission to the SUU School of Business graduate programs is based upon adequate academic preparation. It is necessary to have obtained an undergraduate degree in a business field, or prove competency by satisfying the foundation courses prior to admittance into either graduate program. Students taking the foundation courses must obtain a 3.0 GPA for consideration into the program or are subject to review by the Graduate Committee. Similar course content will be reviewed for equivalencies, as determined by the graduate admissions committee. Necessary foundation courses will vary between the two masters programs (see advisor for details). Acceptance to either program will depend on undergraduate GPA and GMAT/GRE test scores and other factors. An applicant's undergraduate degree should be from a nationally accredited business program (ACBSP or AACSB). Applicants from a non-accredited business program will be evaluated on a case-by-case basis.

Students are encouraged to complete an application for either graduate program by March 31. GMAT/GRE scores must be included with the student's application file for consideration. Applicants are required to complete a Graduate Application\* and return it along with the following items:

- (1) A non-refundable application fee
- (2) Two official transcripts from each college or university previously attended. The transcript must be sent directly to the SUU School of Business.
- (3) Three letters of recommendation (required only for non-SUU undergraduate students)
- (4) An official copy of a recent GMAT/GRE score; and, for students from non English-speaking countries, a copy of the applicant's TOEFL score.

\*An Application for Admission may be obtained from and subsequently returned to the SUU School of Business Office (BU 303).

It is expected that non-business undergraduate students seeking the MBA program must meet the foundation course requirements. Students from all academic majors are welcome in the SUU MBA. Students with a bachelor's degree in a business field may complete the MBA in three semesters, 30 total hours, (including summer). The typical course load for the one-year MBA program is no more than 12 credits per semester.

#### Assistantships

Both graduate programs in the SUU School of Business offer assistantships. Assistantships are financial awards, which are based primarily on GPA and graduate entrance exam scores. If interested, contact the SUU School of Business.

#### Graduation Requirements

It will be required that all graduate students complete their program within 6 years of matriculation. Students must have a minimum cumulative GPA of 3.0 for all graduate courses to graduate. Students who fail to maintain a 3.0 average GPA may be dropped from the program. No grade below a "C-" will be counted toward graduation. Any graduate course may be repeated only once.

**Degree Requirements**

<b>Master of Business Administration</b>	
<i>Students without business degrees are required to complete either the Foundation requirements or the Accelerated MBA Preparatory program and the MBA section. Business-degree students only need to complete the MBA section requirements.</i>	
Course Number and Title	Credits
Undergraduate Foundation Classes (34 hours) (Required for Students Without Business Degrees)	
ACCT 2010 Accounting Principles	3
ACCT 2020 Managerial Accounting	3
ACCT 2360 Business Law	3
ECON 2500 Quant. Methods for Business or MATH 1100 Calculus	3
MATH 2040 Statistics	4
MKTG 3010 Marketing Principles	3
MGMT 3180 Management & Organizations	3
MGMT 3100 Production/Operations Management	3
ECON 2010 Microeconomics	3
ECON 2020 Principles of Macroeconomics	3
FIN 3250 Managerial Finance	3
<i>One MBA course prior to completion of pre-requisite work is allowed</i>	
Accelerated MBA Preparatory Sequence (25 hours) (offered as funding permits)	
MATH 1100 Calculus or equivalent MATH 2040 Statistics - Prerequisite (undergraduate)	7
ACCT 6000 Foundations of Accounting	3
BA 6010 Legal/Social Environment of Business	3
MKTG 6000 Foundations of Marketing and Market Research	3
MGMT 6000 Foundations of Management & Operations	3
ECON 6000 Foundation of Economics	3
FIN 6000 Foundation of Finance	3
MBA (30 Credits Minimum)	
Required (18 hours)	
ACCT 6100 Accounting for Decision Making&Control	3
ECON 6200 Managerial Economics	3
FIN 6100 Advanced Topics in Finance	3
MGMT 6100 Organizational Behaviors and Issues	3
MGMT 6400 Strategic Analysis	3
MKTG 6200 Marketing Management	3
Electives (Select 12 hours)	
ACCT 6360 Business Law II	3
ECON 6100 Quant. Methods for Business	3
BA 6100 Advanced Issues in Business**	1-3
MGMT 6300 HR Management and Law	3

MGMT 6900 Project/Thesis	1-3
Graduate level accounting courses up to 12 hours or Other graduate courses approved by the graduate admissions committee. Must have written proposal & rationale.	
NOTE: 6-9 hours of credit may be transferred in from another graduate program on campus or from another accredited program. A written proposal must be submitted to the graduate committee for approval.	
<b>Total Credits (Business degree students (min))</b>	<b>30</b>
<b>Total Credits (Core Competency Option, (min))</b>	<b>64</b>
<b>Total Credits (Accelerated MBA Preparatory Option, minimum)</b>	<b>55</b>

\*\* Scheduled class offerings and individual study

Management Composite Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 105)	
Core Course Requirements (must take MATH 1050; ISA 1050 or Computer Competency*)	17-18
Knowledge Areas Requirements (must take the following courses to fulfill both GE and School of Business requirements) PSY 1010 or SOC 1010	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test) BS Degree - Math or Science minimum requirement (12 hours)	
Pre-business Core (25 Hours)	
ACCT 2010 Accounting Principles	3
ACCT 2020 Managerial Accounting	3
ACCT 2360 Business Law I	3
ECON 2010 Microeconomics	3
ECON 2020 Macroeconomics	3
ECON 2500 Quant. Methods for Business & Econ. or MATH 1100 Business Calculus	3
MATH 2040 Business Statistics	4
One of the following:	
ISA 2300 Business Communications	3
COMM 4240 Technical Report Writing	3
<i>Advanced Standing status must be obtained prior to enrollment in any 300 or 400 level course.</i>	
Business Core (21 Hours)	
ECON 3010 Managerial Economics	3
FIN 3250 Managerial Finance I	3
MGMT 3100 Production/Ops. Management	3
MGMT 3180 Management & Organizations	3
MGMT 4200 Government, Business & Ethics	3
MGMT 4950 Strategic Management	3
MKTG 3010 Marketing Principles	3

<b>Management Core (24 Hours)</b>	
MGMT 3050 International Management	3
MGMT 3240 Human Resource Management	3
MGMT 4100 Organizational Behavior & Leadership	3
MKTG 4100 Market Research	3
School of Business Electives (12 credit hours minimum)	12
Free Electives (May fulfill requirement for B.A. degree)	14-16
<b>Total Credits, B.A. degree</b>	122-124
<b>Total Credits, B. S. degree</b>	120

<b>Management Minor</b>	
<b>Course Number and Title</b>	<b>Credits</b>
<b>Required Foundation Courses</b>	
ACCT 2020 Managerial Accounting#	3
ECON 2010 Microeconomics#*	3
ISA 1050 or CS 1000 or Computer Proficiency#*	3
MATH 2040 Business Stats#	4
<b>Choose three of the following:</b>	
MGMT 3050 International Business	3
MGMT 3180 Management & Organizations	3
MGMT 3240 Human Resource Management	3
MGMT 3210 Entrepreneurship	3
MGMT 4200 Government, Business & Ethics	3
HRHM 3000 Hospitality Management	3
<b>Total Credits</b>	<b>19</b>

#Must be complete before registering for upper division classes

\*Meets Requirements for General Education

**See Business Advisor for MGA - Prep Option**

<b>Hotel, Resort, &amp; Hospitality Management Bachelor of Arts/Bachelor of Science Minor Required</b>	
<b>Course Number and Title</b>	<b>Credits</b>
<b>General Education Core</b>	
Core Course Requirements	17-18
Knowledge Areas Requirements	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree - Math or Science minimum requirement (12 hours)	
<b>Pre-Requisite Core (21 Hours)</b>	
Art Any GE Art Class*	3
BA 1010 Business in Society*	3
CHEM 1010 or 1110 Chemistry*	3
COMM 1310 Thinking/Listening Critically*	3
ECON 1010 Economics as a Social Science*	3
NFS 1020 Nutrition*	3

COMM 1950 Introduction to Public Relations	3
<b>Hotel, Resort &amp; Hospitality Management Core (37 Hours)</b>	
HRHM 3000 Introduction to Hospitality Mgmt	3
HRHM 3200 Food & Beverage Operations	3
HRHM 3400 Hotel Room Operations	3
HRHM 3500 Hospitality Management Systems	3
HRHM 3600 Guest Service	3
HRHM 4500 Hospitality Work Requirement	3
HRHM 4600 Case Problems in HRHM	3
MGMT 3340 Labor Law	3
ACCT 2020 Managerial Accounting	3
CM 4400 HVAC/Plumbing Principles & Design	3
<b>Select one of the following:</b>	
IS 3000 Fundamentals of Information Systems	3
ISA 2100 Database	3
ISA 2600 Telecommunications/Networking	3
<b>Select one of the following:</b>	
MGMT 3050 International Business	3
MGMT 3180 Management & Organizations	3
MGMT 3240 Human Resource Management	3
MGMT 4250 Seminar in Human Resource Mgmt	3
<b>Select one of the following:</b>	
MKTG 3010 Marketing Principles	3
MKTG 3030 Consumer Behavior & Ethics	3
Free Electives (includes completing minor, & B.A./B.S. requirements)	26
<b>Total Credits, B.A. or B.S. degree</b>	<b>120</b>

\*Meets Requirements for General Education

**Marketing Mission Statement**

The mission of the marketing program is to develop and deliver quality marketing programs and to foster an educational culture that helps students to excel at developing, implementing and controlling strategies and tactics. These fall into the areas of markets, products and services, distribution, promotion and pricing. Students should thus be capable of achieving their goals and meeting the needs and wants of employers, customers, and society.

A secondary role, pertaining to the marketing faculty, is to provide marketing information, advice, and efforts to the university and other groups where their knowledge and abilities can provide value.

**Learning Objectives**

The marketing program fully supports each of the learning objectives of the School for undergraduate programs. In pursuit of the mission stated above, the additional learning objectives of the Marketing program are as follows:

1. Effectively teach all students basic marketing knowledge, frameworks and processes.
2. Enable students to apply and integrate their knowledge and skills in marketing to specific situations through case studies, appropriate readings and practical projects.

3. All graduating students will have a working knowledge of the concepts of pricing, product design, promotion, and distribution channels.
4. All graduating students will be familiar with the major marketing trends affecting small and large business, international business and e-commerce.
5. All graduating students will be able to synthesize the fundamental elements of finance, accounting, business law, marketing, economics and management in a manner which enables them to make effective decisions at the corporate level.

**1. Advanced Standing**

The objective of advanced standing is to ensure preparedness for the upper-division business core courses. The requirements for attaining advanced standing in the SUU School of Business are as follows:

- A. Complete the pre-business core requirements as defined in this catalog
- B. Complete courses to satisfy pre-business core courses with a minimum GPA of 2.5 (this includes transfer credits).
- C. Apply for advanced standing must be filed during the final semester of pre-core course enrollment. An application for advanced standing must be filed prior to the next semester's registration to ensure accessibility to registration in major coursework. No more than 9 upper-division hours will be allowed prior to completion of the pre-business core. Advanced Standing status will not be given without meeting the 2.5 GPA standards and completing the pre-business core in its entirety.
- D. When the pre-business core is successfully completed, Advanced Standing will be granted. It is necessary to declare a major in the chosen discipline (at the SUU Registrar's Office).

**2. Repeating Failed Business or Pre-Business Courses**

Students will be allowed to repeat a failed course only once. If the course is not passed with a minimum grade after the second attempt, that student will not be admitted into advanced standing or allowed to graduate with a composite degree in one of the other business majors. The required GPA for every business core is a 2.5. Every student must meet the minimum GPA standard to graduate with any business major.

**3. Transfer Students**

Transfer students, either from another college within the university, or from another institution, may be given Conditional Advanced Standing upon entry to the university, allowing them to take no more than 9 credit hours in upper-division major courses. Conditional Advanced Standing may be granted only if the student is in the final semester of pre-business core completion. Transfer students must meet with the business advisor before enrolling in any upper-division courses to determine the extent to which the pre-business core has been fulfilled.

**4. Summary of Graduation Requirements**

To graduate with a degree in business from SUU, the student must:

- A. Meet the requirements of the pre-business core, major and/or minor as listed in this catalog. \*Be accepted to advanced standing and successfully complete each required upper-division core and composite major classes with an average 2.5 grade or better, and have an overall GPA of a 2.5 or better in the composite major.
- B. Meet the other requirements for graduation as defined by the University.
- C. Complete the general education requirements as defined in the catalog. Transfer students can meet this requirement by the following means:
  - (1) Complete the GE requirements at one of the other four-year colleges in the Utah System of Higher Education (USHE), or

- (2) Complete the associate of science or associate of arts degree from a community college within the USHE.  
(Transfer students from other community colleges must have the general education requirements evaluated by the registrar). Students pursuing a bachelors degree must take the American Institution requirement to graduate (this course may be taken at a junior college or at SUU. See the Student Development or Registrar's Office for a suitable equivalent).
- (3) Complete a minimum of 120 semester hours.
- (4) Complete a minimum of 40 upper-division semester hours (course number 300 or above from an accredited four-year college or university).
- (5) Have an overall GPA of 2.0 or better.
- (6) Have a 2.5 GPA or better in all of the pre-business core, business core and major core requirements.

<b>Marketing Composite</b>	
<b>Bachelor of Arts/Bachelor of Science</b>	
<b>Course Number and Title</b>	<b>Credits</b>
<b>General Education Core</b>	
Core Course Requirements (must take MATH 1050; ISA 1050 or Computer Competency)*	17-18
Knowledge Areas Requirements (must take the following courses to fulfill both GE and School of Business requirements) PSY 1010 or SOC 1010	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
<b>Pre-business Core (25 Hours)</b>	
ACCT 2010 Accounting Principles	3
ACCT 2020 Managerial Accounting	3
ACCT 2360 Business Law I	3
ECON 2010 Microeconomics	3
ECON 2020 Macroeconomics	3
ECON 2500 Quant Methods for Business & Econ. Or	
MATH 1100 Business Calculus	3
MATH 2040 Business Statistics	4
<b>One of the following:</b>	
ISA 2300 Business Communications	3
COMM 4240 Technical Report Writing	3
<i>Advanced Standing status must be obtained prior to enrollment in any 3000 or 4000 level course.</i>	
<b>Business Core (21 Hours)</b>	
ECON 3010 Managerial Economics	3
FIN 3250 Managerial Finance I	3
MGMT 3100 Production/Ops. Management	3
MGMT 3180 Management & Organizations	3
MGMT 4200 Government, Business & Ethics	3
MGMT 4950 Strategic Management	3
MKTG 3010 Marketing Principles	3
<b>Marketing Core (24 Hours)</b>	
MKTG 3030 Consumer Behavior	3
MKTG 3400 International Marketing	3

## Department of Management and Marketing

MKTG 3900 Retail Management	3
MKTG 3930 Advertising	3
MKTG 4030 Marketing Management	3
MKTG 4100 Market Research	3
MKTG 4930 Sales Management	3
<b>Select one of the following:</b>	
MKTG 4890 Internship	3
COMM U.D. Communication Course	3
MGMT U.D. Management Course	3
Free Electives (May fulfill requirement for B.A. degree)	14-16
<b>Total Credits, B. A. degree</b>	<b>122</b>
<b>Total Credits, B. S. degree</b>	<b>120</b>

<b>Marketing Minor (Non-teaching)</b>	
<b>Course Number and Title</b>	<b>Credits</b>
<b>Required</b>	
ACCT 2010 Financial Accounting#	3
MATH 1040 Statistics or MATH 2040 Business Stats.#	4
ISA 1050 or CS 1000 or Computer Proficiency#*	3
MKTG 3010 Marketing Principles	3
Choose any ACCT, ECON, FIN, or MGMT Pre-business designated course at the 2000 level	3
Marketing Electives: Choose two of the following	
MKTG 3030 Consumer Behavior and Ethics	3
MKTG 3900 Retail Management	3
MKTG 3930 Advertising	3
MKTG 4100 Marketing Research and Strategy	3
MKTG 4930 Sales Management	3
<b>Total Credits</b>	<b>19</b>

#Must be complete before registering for upper-division classes

\*Meet requirements for General Education

<b>Marketing Education Minor (Teaching)</b>	
<b>Course Number and Title</b>	<b>Credits</b>
<b>Required</b>	
MKTG 3010 Marketing Principles	3
MKTG 3030 Consumer Behavior	3
MKTG 3930 Advertising	3
MKTG 4100 Market Research	3
MKTG 4930 Sales Management	3
BE 4900 Teaching Business/Marketing	3
<b>Total Credits</b>	<b>18</b>

