

Department of Management and Marketing

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Faculty

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DEGREES OFFERED

Master of Business Administration (see Graduate section)*

Accredited Business Programs (Bachelor of Arts/Bachelor of Science)*

Management (Composite major, no minor required)

Marketing (Composite major, no minor required)

*Business Program accredited by AACSB International and ACBSP.

Other Programs (Bachelor of Arts/Bachelor of Science)

Business Education (Composite major, no minor required)

Hotel Resort & Hospitality Management (Minor required)

Minors

Management

Marketing

Marketing Education (Teaching Licensure)

Hotel, Resort, and Hospitality Management

Students pursuing a composite business major may not select a business minor (Accounting, Finance, Management or Marketing) in the School of Business.

Non-Business students may select only one business minor (Accounting, Finance, Management or Marketing) in the School of Business.

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, DEX, 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 foundation requirements as defined in this catalog.
- B. Satisfy the pre-business core foundation with a minimum GPA of 2.5 (this includes transfer credits).
- C. The application 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 foundation 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 any of the other business majors. The required GPA for the upper division 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 allowed to take no more than 9 credit hours in upper- division major courses. 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. For transfer information or equivalents check out the following web site: <http://www.suu.edu/business/transfer.html>.

4. Summary of Graduation Requirements

To graduate with a major in management from SUU, the student must:

- Meet the requirements of the pre-business core and major as listed in the catalog or on <http://www.suu.edu/business/mgmt/>.
- Be accepted to advanced standing and successfully complete the required pre-business and upper-division composite major classes with an average 2.5 grade or better.
- Meet the other requirements for graduation as defined by the University.
- Complete the general education requirements. 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 bachelor's 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 Center 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 business core and upper-division major core requirements.

All students graduating with an undergraduate major in the School of Business must have at least one of the following to graduate from SUU:

- Service Learning Experience
- Study Abroad/International Experience

- Internship/Practicum
- Student Leadership/Involvement
- Undergraduate Research

Each student will provide evidence in the graduation application that this requirement has been met.

DEGREE REQUIREMENTS FOR ACCREDITED BUSINESS PROGRAMS

Management Composite Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see Chapter 14)	
Core Course Requirements (must take MATH 1050)	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 (Foundation core and additional core) 29 hours	
Foundation Core (for advanced standing) (20 hours)	
BA 1000 Intro to Business Careers	1
ACCT 2010 Accounting Principles	3
ACCT 2020 Managerial Accounting	3
ECON 2010 Principles of Microeconomics	3
ECON 2020 Principles of Macroeconomics	3
MATH 2040 Business Statistics	4
CSIS 2010 Advanced Computer Applications	3
Additional Pre-Business Core (9 hours)	
ENGL 2040 Professional Business Writing	3
PSY 1010 General Psychology or SOC 1010 Intro to Sociology	3
MATH 1100 Business Calculus OR ECON 2500 Quantitative Methods	3
Advanced Standing status must be obtained prior to enrollment in any 3000 or 4000 level course	
Business Core (24 Hours)	
ACCT 3350 Business Law	3
ECON 3010 Managerial Economics	3
FIN 3250 Managerial Finance I	3
MGMT 3100 Operations Management	3
MGMT 3180 Management & Organizations	3
MGMT 4200 Government, Business & Ethics	3
MGMT 4950 Strategic Management	3
MKTG 3010 Marketing Principles	3
Management Core (24 Hours)	
MGMT 3050 International Management	3
MGMT 4100 Organizational Behavior & Leadership	3
MKTG 4100 Market Research	3
Select one of the following:	
MGMT 3240 Human Resource Management MGMT 3340 Employment Law	3

School of Business Electives (12 credit hours minimum, up to 6 of which may be from Foreign Language courses under certain conditions. Must have Dept. Chair or Advisor approval)	12
Other Electives	
Free electives (includes completing B.A./B.S. requirements)	6-7
Total Credits, B.A. or B. S. degree	120

Management Minor	
Course Number and Title	Credits
Required Foundation Courses (10 hours)	
ACCT 2010 Accounting Principles#	3
CSIS 1000 or Computer Proficiency#* (3)	GE
ECON 2010 Principles of Microeconomics#*	3
MATH 2040 Business Statistics#	4
Other Requirements (9 hours)	
Choose 9 credits from the following: 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)	9
Total Credits	19

#Must be complete before registering for upper division classes
*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 foundation requirements as defined in this catalog.
- B. Satisfy the pre-business core foundation with a minimum GPA of 2.5 (this includes transfer credits).
- C. The application 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 will not be given without meeting the 2.5 GPA standards and completing the pre-business foundation 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 any of the other business majors. The required GPA for the upper-division major courses is also 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 allowed to take no more than 9 credit hours in upper-division major courses. 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. For transfer information or equivalents, check out the following web site: <http://www.suu.edu/business/transfer.html>.

4. Summary of Graduation Requirements

To graduate with a major in marketing from SUU, the student must:

- Meet the requirements of the pre-business core and major as listed in the catalog or on <http://www.suu.edu/business/mgmt/>.
- Be accepted to advanced standing and successfully complete the required pre-business and upper-division composite major classes with an average 2.5 grade or better.

- Meet the other requirements for graduation as defined by the University.
- Complete the general education requirements. 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 bachelor's 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 Center 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 business core and upper-division major core requirements.

All students graduating with an undergraduate major in the School of Business must have at least one of the following to graduate from SUU:

- Service Learning Experience
- Study Abroad/International Experience
- Internship/Practicum
- Student Leadership/Involvement
- Undergraduate Research

Each student will provide evidence in the graduation application that this requirement has been met.

DEGREE REQUIREMENTS

Marketing Composite Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core	
Core Course Requirements (must take MATH 1050)	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 (Foundation core and additional core)	29 hours
Foundation Core (for advanced standing) (20 hours)	
BA 1000 Intro to Business Careers	1
ACCT 2010 Accounting Principles	3
ACCT 2020 Managerial Accounting	3
CSIS 2010 Advanced Computer Applications	3
ECON 2010 Principles of Microeconomics	3
ECON 2020 Principles of Macroeconomics	3
MATH 2040 Business Statistics	4

Additional Pre-Business Core (9 hours)	
ENGL 2040 Professional Business Writing	3
PSY 1010 General Psychology or SOC 1010 Intro to Sociology	3
MATH 1100 Business Calculus OR ECON 2500 Quantitative Methods	3
Advanced Standing status must be obtained prior to enrollment in any 3000 or 4000 level course	
Business Core (24 Hours)	
ACCT 3350 Business Law	3
ECON 3010 Managerial Economics	3
FIN 3250 Managerial Finance I	3
MGMT 3100 Operations Management	3
MGMT 3180 Management & Organizations	3
MGMT 4200 Government, Business & Ethics	3
MGMT 4950 Strategic Management	3
MKTG 3010 Marketing Principles	3
Marketing Core (21 Hours)	
MKTG 3030 Consumer Behavior	3
MKTG 4030 Marketing Management	3
MKTG 4100 Market Research	3
Select 4 courses: (12 hours) Three of the four courses MUST be upper-division marketing courses. One course (3 credits) may be from: 1) a 3000 or higher level COMM course, 2) a 3000 level GIS class, 3) any upper division School of Business Course. 4) any upper division foreign language course Other courses, upon approval.	12
Other Electives (12 hours)	
Electives, includes completing B.A. or B.S. requirements	12
Total Credits, B.A. or B. S. degree	120

Marketing Minor (Non-teaching)	
Course Number and Title	Credits
Required (16 hours)	
ACCT 2010 Accounting Principles #	3
MATH 2040 Business Stats.#	4
CSIS 1000 or Computer Proficiency##* (3)	GE
MKTG 3010 Marketing Principles	3
Choose any ACCT, ECON, FIN, or MGMT Pre-business designated course at the 2000 level	3
Marketing Electives (6 hours)	
Choose 6 credits from the following: MKTG 3030 Consumer Behavior & Ethics (3) MKTG 3900 Retail Management (3) MKTG 3930 Advertising (3) MKTG 4100 Marketing Research & Strategy (3) MKTG 4930 Personal Selling & Sales Mgmt. (3)	6
Total Credits	19

#Must be complete before registering for upper-division classes
*Meet requirements for General Education

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

DEGREE REQUIREMENTS FOR OTHER PROGRAMS

Summary of Graduation Requirements

To graduate with a non-business major in the School of Business from SUU, the student must:

- Meet the requirements of the pre-requisite core in the major as listed in the catalog. A GPA of 2.5 or better is necessary in all core areas in the major.
- If minor is necessary, meet the requirements as stated in the catalog.
- Meet the other requirements for graduation as defined by the University.
- Complete the general education requirements. 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 bachelor's 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 Center 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 business core and upper-division major core requirements.

All students graduating with an undergraduate major in the School of Business must have at least one of the following to graduate from SUU:

- Service Learning Experience
- Study Abroad/International Experience
- Internship/Practicum
- Student Leadership/Involvement
- Undergraduate Research

Each student will provide evidence in the graduation application that this requirement has been met.

Business Education Bachelor of Arts/Bachelor of Science Composite Major - no minor required	
Course Number and Title	Credits
General Education Core	
Core Course Requirements	17-18
Knowledge Area Requirements	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree - Math or Science minimum requirement (12 hours)	
Foundation Core (22 Hours)	
ACCT 2010 Accounting Principles	3
ACCT 2020 Managerial Accounting	3
ACCT 3350 Business Law I	3
ECON 2010 Principles of Microeconomics*	3
ECON 2020 Principles of Macroeconomics	3
MATH 2040 Business Statistics	4
CSIS 1000 Overview of Computer Application/Internet*	3
PSY 1010 General Psychology*	3
ENGL 2040 Professional Business Writing	3
Keyboarding Test or Course Required	
Business Education Core (30 Hours)	
FIN 2870 Personal Finance	3
MGMT 3180 Management & Organizations	3
MKTG 3010 Marketing Principles	3
MKTG 3930 Advertising	3
MKTG 4930 Personal Selling & Sales Management	3
CSIS 2000 Web Development	3
CSIS 3200 Database Design & Management	3
CSIS 2010 Computer Applications	3
CSIS 2620 Network Administration I	3
CSIS 3050 Environment of Information Systems	3
Secondary Education Requirements for Licensure (34-37 Hours)	
Please see page 178 for the degree requirements for Secondary Education Licensure. Some classes required for the licensure cannot be taken until the teacher candidate has been admitted to the Teacher Education Department. Please consult your advisor or the Teacher Education Department for further instruction.	
RECOMMENDED SIFE, or DEX at least 1 Semester	

*Meets Requirements for General Education

All students graduating with an undergraduate major in the School of Business must have at least one of the following to graduate from SUU:

- Service Learning Experience
- Study Abroad/International Experience
- Internship/Practicum
- Student Leadership/Involvement
- Undergraduate Research

Each student will provide evidence in the graduation application that this requirement has been met.

Hotel, Resort, & Hospitality Management Bachelor of Arts/Bachelor of Science Minor Required	
Course Number and Title	Credits
General Education Core	
Core Course Requirements	17-18
Knowledge Areas Requirements	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree - Math or Science minimum requirement (12 hours)	
Pre-Requisite Core (15 Hours)	
ACCT 2010 Accounting Principles	3
BA 1010 Business in Society*	3
ECON 2020 Principles of Macroeconomics*	3
HRHM 3000 Introduction To Hospitality Management	3
NFS 1020 Nutrition*	3
Hotel, Resort & Hospitality Management Core (37 Hours)	
HRHM 3020 Hospitality Safety & Sanitation Management	3
HRHM 3110 Quantity Food Production	3
HRHM 3200 Food & Beverage Management	3
HRHM 3400 Hotel Room Operations	3
HRHM 3600 Guest Services	3
HRHM 4110 Meetings & Convention Management	3
HRHM 4300 Resort Recreation Management	3
HRHM 4400 Hospitality Management Systems	3
HRHM 4500 Hospitality Work Requirement	1
HRHM 4600 Case Problems in HRHM	3
FIN 3000 Introduction to Managerial Finance	3
Select two of the following: HRHM 3010 Tourism Management (3) HRHM 3300 Facilities Management (3) HRHM 4700 Special Topics (3) ACCT 3360 Business Law I (3)	6
Other Electives	
Free Electives, includes completing B.A./B.S. Degree Requirements	32
Total Credits, B.A. or B.S. degree	120

*Meets Requirements for General Education

Hotel, Resort, & Hospitality Management Minor	
Course Number and Title	Credits
Required (9 hours)	
HRHM 3000 Introduction To Hospitality Management	3
HRHM 3400 Hotel Room Operations	3
HRHM 3600 Guest Service	3
Electives: Choose three of the following (9 hours)	
Choose 9 credits from the following: HRHM 3010 Tourism Management (3) HRHM 3020 Hospitality Safety & Sanitation Mgmt. (3) HRHM 3110 Quantity Food Production (3) HRHM 3200 Food & Beverage Mgmt. (3) HRHM 3300 Facilities Mgmt. (3) HRHM 4110 Meetings & Convention Mgmt. (3) HRHM 4300 Resort Recreation Management (3) HRHM 4700 Special Topics (3) ORPT 3050 Risk Management & Safety for Outdoor Recreation (3) ORPT 4020 Natural Resource Interpretation & Experiential Education (3)	
Total Credits	18

