

Business and Marketing

Department Chair: Barbara Scott Dawdy, M.A.

The Department of Business and Marketing offers two majors: Bachelor of Science in Business and Marketing; and the Bachelor of Science in Marketing, Public Relations and Advertising. In addition, the program cooperatively offers the following interdisciplinary majors: Bachelor of Science in Fashion Marketing and Management; Equestrian Studies: Business Management and also the Bachelor of Fine Arts in Theatre Management. In addition, two minors are available: a business minor, which may emphasize one of four areas (business, finance, marketing or management) and a special events planning minor.

The Business and Marketing curriculum prepares students for entrepreneurial pursuits, managerial, marketing, public relations and advertising positions in any organization and provides opportunities to acquire distinctive competence in specialized areas. These goals are accomplished through a core of required courses, enhanced by electives, independent studies, internships and off-campus study. In addition, students may learn from hands-on experiences, including local consulting internships or by helping to manage the department's stock portfolio.

The Business and Marketing faculty has a strong interdisciplinary orientation and believes that preparation for any career must be grounded in a liberal arts education. Students are encouraged to assume a broad perspective and take coursework beyond the introductory level in liberal arts, to think critically and creatively, and to grow in confidence. Issues and opportunities for women in organizations are emphasized throughout the program. This includes women entrepreneurs and women executives.

Combining Business and Marketing with other disciplines, in a double major, a major and a minor, or a student-initiated major is highly encouraged. Providing depth within a strong business curriculum and breadth in other areas of interest, these combinations will enhance the education and marketability of participating students.

Business Internship Program

The Department of Business and Marketing at Stephens College requires that all of its business students participate in the Business Internship Program. The program is designed to give business students the opportunity to see for themselves how the theories, concepts and principles they learned in the classroom are translated into action in the real business world. This is accomplished by assigning them to organizations where they are treated as regular employees. The primary benefits of the business internship are as follows:

Employment Advantage. Experience, what employers want and expect, is gained while students are still in college.

Skill Acquisition. Students apply classroom knowledge and skills, acquire new skills and experiences, and identify skill needs for the future. The internship is a learning experience; the employer does not expect students to have all the answers.

Career Decision. Internships allow students to explore, confirm, modify or change career choices based on practical experience. By knowing the actual responsibilities of a job, students can decide early whether or not the right career has been chosen.

Professional Contacts. The people met while on an internship are a good source for securing unpublicized jobs after graduation or helping students network to find a job. Work experience is the ticket to entering the professional arena where employable qualities are visible to influential persons.

Academic Relevancy. Principles and theories presented in the classroom can be applied, thus enhancing academic understanding, learning, motivation and retention of information.

Reality Testing. Students often have idealistic expectations when choosing a career. Actual work experiences provide the opportunity to test the reality of career choices, interests and abilities, thus bringing expectations in line with the real work world.

Confidence Building. Job responsibility and varied experiences will help develop maturity, confidence and self-esteem.

Strengths and Weaknesses. Through actual work experiences, feedback from supervisors and periodic evaluations, students can realistically identify your strong and weak points which can then be further developed.

Interpersonal Skills. Through association with people in new and varied environments, effective interpersonal skills can be developed. These skills are seldom addressed directly in the classroom, however, such skills can be a crucial element in determining success or failure on the job.

Academic Credit. Upon successful completion of internship requirements, academic credit can be received and recorded on transcripts.

Master of Business Administration Program

Through Stephens College Graduate & Continuing Studies, students may earn a Master of Business Administration (MBA) or a Master in Strategic Leadership (MSL) degree. The Stephens' graduate business programs combine online coursework and an on-campus seminar. After completion of the core curriculum, students enroll in BUS 695: Advanced Strategic Project, where students may design their own customized emphasis, focusing on a topic or industry of particular interest to them.

With the bachelor's + master's option, exceptional Stephens' students from nearly any undergraduate program can earn two degrees by combining their undergraduate degree with a Master of Business Administration or Master in Strategic Leadership, sometimes in as little as one additional year. Students must declare this interest and apply for consideration no later than their second semester junior year.

Requirements for the B. S. Major in Business and Marketing

The Bachelor of Science degree in business and marketing requires completion of liberal arts degree requirements and 54 hours in the major. An internship experience is required before enrollment in BUS 496. Business majors must earn at least fifteen hours of business courses from Stephens College. BUS 490: Senior Project or Thesis must be taken at Stephens. A grade of C- or better is required in each of the courses in the major. A GPA of at least 2.0 over all courses in the major is required for graduation. Students planning graduate study in business should take at least one semester of calculus.

Required Courses

ACC 210: Accounting I (3 hrs.)
ACC 220: Accounting II (3 hrs.)
BUS 171: Foundations of Business in the 21st Century (3 hrs.)
BUS 225: Principles of Management (3 hrs.)
BUS 250: Principles of Marketing (3 hrs.)
BUS 256: Social Entrepreneurship (3 hrs.)
BUS 305: Human Resource Management (3 hrs.)
BUS 331: Integrated Marketing Communications (3 hrs.)
BUS 350: Principles of Finance (3 hrs.)
BUS 386: International Business (3 hrs.)
BUS 490: Senior Project or Thesis (3 hrs.)
BUS 496: Internship Seminar (2 hrs.)
CIS 206: Introduction to Information Systems (3 hrs.)
ECO 202: Microeconomics (3 hrs.)
ECO 203: Macroeconomics (3 hrs.)
INT 210: Internship Development (1 hr.)
MAT 207: Introduction to Statistics (3 hrs.)

Business Electives (9 hrs)

BUS205: Personal and Family Finance (3 hrs.)
BUS280: Topics in Business (1-3 hrs.)
BUS320: Sales Management (3 hrs.)
BUS352: Business Law (3 hrs.)
BUS354: Consumer Behavior (3 hrs.)
BUS 358: Grant Development and Proposal Writing (3 hrs.)
BUS362: Professional Communications (3 hrs.)
BUS380: Topics in Business (1-3 hrs.)
BUS480: Topics in Business (1-3 hrs.)
MPA 240: The Nuts and Bolts of Event Planning (3 hrs.)
MPA 401: Marketing and Promoting Your Event (3 hrs.)

Requirements for the B.S. Major in Marketing: Public Relations and Advertising

This Bachelor of Science degree with a marketing, public relations and advertising major requires completion of liberal arts requirements and the required core courses listed below. In addition, students will choose an emphasis area in consultation with the program coordinator and will take an additional 24 semester hours in that area. A grade of C- or better must be earned in required BUS/ACC and MPA courses and an overall GPA of 2.0 must be maintained to graduate.

The required internship experience includes the successful completion of the pre-internship course INT 210: Internship

Development, of the performance of an industry internship, and of the post-internship debriefing course BUS 496: Internship Seminar.

Students are strongly urged to take BUS 171 and IME 101 in the fall of their freshman year or first semester of their sophomore year. A checklist for this major, which will help keep the student on track, may be obtained in the Business and Marketing office.

NOTE: Descriptions for GDE, BUS, IME and INT courses will be found under those programs' headings.

Required Courses

Accounting:

ACC 210: Accounting I (3 hrs.)

Business:

BUS 171: Foundations of Business in the 21st Century (3 hrs.)

BUS 225: Principles of Management (3 hrs.)

BUS 250: Principles of Marketing (3 hrs.)

BUS 331: Integrated Marketing Communications (3 hrs.)

BUS 354: Consumer Behavior (3 hrs.)

INT 210: Internship Development (1 hr.)

BUS 496: Internship Seminar (2 hrs)

Integrated Media:

IME 101: Media and Culture (3 hrs.)

MPA 205: Public Relations Principles and Practices (3 hrs.)

MPA 240: Nuts and Bolts of Meeting and Convention Planning (3 hrs.)

MPA 335: Case Studies in Marketing and Public Relations (3 hrs.)

MPA 403: Strategic Writing (3 hrs.)

MPA 493: Senior Project or Thesis (3 hrs.)

Guided Electives (24 semester hours required. This is a suggested list, other courses may apply. Courses taken to complete this requirement cannot be counted toward the credit requirements for any other major or minor.)

ACC 220: Accounting II (3 hrs.)

GDE 110: Principles of Design (3 hrs.)

GDE 120: Digital Typography (3 hrs.)

GDE 208: Digital Photography (3 hrs.)

GDE 210: Digital Imaging (3 hrs.)

GDE 310: Publication Design (3 hrs.)

BUS 305: Human Resource Management (3 hrs.)

BUS 320: Sales Management (3 hrs.)

BUS 352: Business Law (3 hrs.)

BUS 380: Topics in Business (1-3 hrs.)

BUS 386: International Business (3 hrs.)

IME 103: Writing for Mass Media (3 hrs.)

IME 207: Newswriting and Production (3 hrs.)

IME 212: Integrated Media Practicum (1-3 hrs.)

IME 290: Creating Online Media (3 hrs.)

IME 307: Advanced Newswriting and Production (3 hrs.)

IME 362: Media Law (3 hrs.)

IME 464: Women and Media (3 hrs.)

MPA 330: Advanced Events Planning and Management (3 hrs.)

MPA 401: Advanced Event Marketing (3 hrs.)

PSY 340: Organizational Psychology (3 hrs.)

Requirements for a Minor in Business and Marketing

Business emphasis:

BUS 171: Foundations of Business in the 21st Century (3 hrs.)

AND

Two courses with a BUS designation (6 additional hours) at the 200 level or above

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Two courses with a BUS designation (6 additional hours) at the 300 level or above

Finance emphasis:

BUS 171: Foundations of Business in the 21st Century (3 hrs.)
BUS 350: Principles of Finance (3 hrs.)
ACC 210: Accounting I (3 hrs.)
ACC 220: Accounting II (3 hrs.)
Three (3) additional hours in Finance at the 300 level or above.

Marketing emphasis:

BUS 171: Foundations of Business in the 21st Century (3 hrs.)
BUS 250: Principles of Marketing (3 hrs.)
BUS 331: Integrated Marketing Communications (3 hrs.)
BUS 354: Consumer Behavior (3 hrs.)
Plus Three (3.0) additional hours in marketing at any level.

Management emphasis:

BUS 171: Foundations of Business in the 21st Century (3 hrs.)
BUS 225: Principles of Management (3 hrs.)
BUS 305: Human Resource Management (3 hrs.)
BUS 386: International Business (3 hrs.)
Plus Three (3.0) additional hours in management at any level.

Requirements for a Minor in Special Events Planning

The minor in special events planning requires completion of a minimum of five courses, including at least two at or above the 300 level. An overall GPA of at least a 2.0 in all courses listed in the minor is required.

Only one course may be counted as part of both a major and a minor. Marketing: Public Relations & Advertising majors may only count MPA 240 toward both the major and minor. The remaining 12 hours, which include MPA 330, MPA 401 and the additional six hours described below, may not be counted as part of the 24 hours of guided electives required by the MPA major.

Required Courses (15 hrs.)

MPA 240: The Nuts & Bolts of Event Planning (3 hrs.)
MPA 330: Advanced Events Planning and Management (3 hrs.)
MPA 401: Marketing and Promoting Your Event (3 hrs.)

AND

Six (6) hours of Business, Integrated Media or Design courses at the 300 level or above and approved by the program coordinator.

A list of the specific courses approved for inclusion in the finance, marketing, management and event planning emphasis areas may be obtained from the business and marketing department office.

Business and Marketing and the Liberal Studies Major

In the residential program, students may choose one of the four business minor options (finance, marketing, management or event planning) to include in the liberal studies major. See the liberal studies section of the catalog for complete information about the major.

Accounting Courses

ACC 210: Accounting I
(3 hrs.)

(Prerequisites: two years of high school algebra with a grade of B or better, or C- or better in MAT 111; sophomore standing or permission of instructor)

An introduction to financial accounting. Study of accounting theory and techniques used in the accumulation and disclosure of accounting data resulting from business transactions in proprietorships, partnerships and corporations.

ACC 220: Accounting II
(3 hrs.)

(Prerequisites: ACC 210; for business, fashion merchandising and equestrian business management majors, and accounting/finance minors: MAT 207, or concurrent enrollment; permission of instructor)

An introduction to managerial accounting. The preparation, use and interpretation of internal accounting data in the managerial functions of planning, organizing, controlling and decision-making.

Business Administration Courses

BUS 171: Foundations of Business in the 21st Century

(3 hrs.)

(Open to all students)

Overview of business concepts including a jet tour through management, marketing and accounting. Introduces the concepts of: product/service planning and production; supply chains; proprietary and intellectual property issues; product placement; product features; and competitive strategies. Introduces the concepts of operating and control systems, legal structures, and management planning. Introduces basic accounting concepts related to financial and managerial accounting practices.

BUS 205: Personal and Family Finance

(3 hrs.)

(Open to all students)

Examination and application of basic economics and finance principles as they relate to the individual. Topics include: budgets, banking, housing, taxes, insurance and investments.

BUS 225: Principles of Management

(3 hrs.)

(Prerequisites: BUS 171 and sophomore standing; for business, fashion marketing and management, theatre management and equestrian business management majors: MAT 207 or concurrent enrollment; or permission of instructor)

A study of the organization, its individuals, technology, planning, and organizing and control policies and procedures. Special attention given to leadership, motivation, communication, group dynamics, decision-making and women in management.

BUS 250: Principles of Marketing

(3 hrs.)

(Prerequisites: LBA 107/207; BUS 171; sophomore standing; or permission of instructor. BUS 171 waived for EBM and FDP majors)

Beginning marketing course designed to provide the student with an understanding of basic marketing concepts, the role of marketing in society and the forms and various factors that influence marketing decision making.

BUS 256: Social Entrepreneurship

(3 hrs.)

(Prerequisites: BUS 171 and junior standing, or permission of instructor)

The field of Social Entrepreneurship is an exciting facet of today's business world that engages visionary, creative individuals who seek to serve the greater good through the foundation of enterprises targeted at making a positive contribution to society. This course provides insight into the process and challenges related to the conception and realization of profit and not-for-profit ventures offering innovative solutions to pressing social issues.

BUS 280: Topics in Business

(Credit and prerequisites depend on topic offered.)

Topics courses explore current trends or special interests in business. Courses taught in the past under this topic designation include Women in Organizations and Entrepreneurship for Non-Business majors.

BUS 305: Human Resource Management

(3 hrs.)

(Prerequisites: BUS 225 and junior standing, or approval of instructor)

The principles and practices of personnel planning, recruitment, selection, training and development, career planning, performance evaluation, affirmative action, labor relations and salary administration.

BUS 320: Sales Management

(3 hrs.)

(Prerequisite: BUS 250 or approval of instructor)

A study of the process of planning, staffing, training, directing and controlling the efforts of sales personnel. Attention also given to the responsibilities of salespeople.

BUS 331: Integrated Marketing Communications

(3 hrs.)

(Prerequisites: BUS 250 and junior standing, or permission of instructor)

An in-depth study of promotional activities such as advertising, personal selling, sales promotions, public relations and direct marketing (including use of the Internet). Emphasis is on strategic planning of promotional activities to communicate with customers to achieve marketing objectives. The relationship of integrated marketing communications to other elements of promotional activities is also explored.

BUS 335: Case Studies in Marketing and Public Relations

(3 hrs.)

(Prerequisites: grade of C- or better in MPA 205 or BUS 250 and junior standing or permission of instructor)

A combination case study and hands-on course designed to increase research, writing and assessment skills in marketing and public relations. Cases will focus on research, planning, strategies, tactics and evaluation. Course culminates in researching and writing a marketing and public relations case history. Offered every other spring semester.

BUS 345: e-Commerce

(3 hrs.)

(Prerequisites: BUS 250, CIS 206)

This course provides students with an opportunity to learn how organizations are using the Internet as a viable marketing tool. The course will also examine the increasing role electronic commerce is playing in the global economy.

BUS 350: Principles of Finance

(3 hrs.)

(Prerequisite: ACC 220; for business, fashion merchandising and equestrian business management majors: ECO 202)

An introduction to finance from a corporate perspective. Topics include: financial markets, capital budgeting, working capital and financial statement analysis.

BUS 352: Business Law

(3 hrs.)

(Prerequisite: junior standing or permission of instructor; cross-listed as LGS 352.)

A study of the basic concepts of law as they relate to legal rights and remedies, with an emphasis on contracts and other facets of law relevant to business practice.

BUS 354: Consumer Behavior

(3 hrs.)

(Prerequisites: BUS 250 and junior standing, or permission of instructor)

Analysis of factors affecting purchase decisions in the marketplace. Theories and research findings from behavioral and social sciences are examined from the point of view of marketing management and buyer behavior. Attention given to exploration and evaluation of buyer behavior, the consumer decision process, and research on the development of marketing programs.

BUS 358: Grant Development and Proposal Writing

(3 hrs.)

(Prerequisites: BUS 256 or permission of instructor)

This course will provide an overview of the various stages of the grant-seeking and grant-writing process. Topics covered include grant development issues, types of grants and funders, the development and articulation of an idea proposed for funding, identification of possible funding sources, the design and evaluation of a proposed program and/or project, the creation of community partnerships, proposal writing, budget development and description and grant review process.

BUS 362: Professional Communication

(3 hrs.)

(Prerequisites: junior standing, or permission of instructor)

This course teaches the theory and skills necessary for understanding and practicing effective professional communication. It emphasizes effective oral and written communication in professional settings and provides the student with opportunities to practice skills that will allow successful communication in professional careers.

BUS 364: Organizational Behavior

(3 hrs.)

(Prerequisites: BUS 225 and junior standing, or permission of instructor)

The study and application of knowledge about how people "act" and "react" in goal-oriented groups. Emphasis is placed on using theories from the social and behavioral sciences to aid managers in understanding, predicting and influencing behavior. The course focuses on areas such as motivation, leadership, learning theory and organizational development.

INT 370: Business Seminar Abroad

(1-3 hrs.)

(Credit will not count toward BUS major or minor; offered some summers)

A five-week summer travel-study seminar conducted by Stephens' Entrepreneurship and Business Management faculty in business centers abroad.

BUS 380: Topics in Business

(Credit and prerequisites depend on topic offered)

Topics courses explore current trends or special interests in business. Courses taught in the past under this topic designation include Business Negotiations, Computer Applications in Business, Direct Marketing, Women in Small Business, Mentoring and Project Management.

BUS 386: International Business

(3 hrs.)

(Prerequisites: BUS 225, BUS 250, ECO 202 and 203, and junior standing, or permission of instructor)

Provides insight into the contemporary foreign environment through a macro view of the world of the economic, political, social and cultural environments; studies the problems encountered in business operations abroad and possible solutions; applies economic and trade theories to the role of foreign operations; and places special emphasis on the marketing and management activities of multinational business. Taught through lectures, case studies and research projects.

BUS 480: Topics in Business

See current course schedule for titles and credit.

BUS 490: Senior Project or Thesis

(3 hrs.)

(Prerequisites: ACC 220, BUS 225, BUS 250, BUS 350, or permission of instructor)

This course serves as the capstone course for business-related studies. It integrates the student's venture concept and feasibility study completed in BUS 171 into a fully researched business plan. The students complete management plans, product/service plans, marketing plans, financial plans, and develop operating and control systems for their comprehensive business plan. Students create their own advisory board to guide them through the planning process. This board will consist of an advisor in entrepreneurial accounting, entrepreneurial marketing, business planning, and a disciplinary expert from their major, or an external entrepreneur. The outcome is a student-driven business plan that is reviewed by a local panel of experts for strengths and weaknesses. *The course will include breakout sessions to ensure the students understand the detailed financial information collected and analyzed.

BUS 496: Internship Seminar

(2 hrs.)

(Prerequisite: Completion of internship and approval of faculty)

Course brings together students who have completed industry internships. Students share information on internship experiences, positions and responsibilities and evaluate their internships. Offered fall semester only.

Computer Science Courses

CIS 206: Introduction to Information Systems

(3 hrs.)

(Prerequisite: one year of high school computer proficiency or consent of instructor)

A study of concepts of computer-based information systems. This is an introductory survey of computer science concepts such as algorithms, hardware and software design, computer organization, programming language models, network models, virtual machines, artificial intelligence and social and ethical concerns of computer science.

Economics Courses

ECO 202: Microeconomics

(3 hrs.)

(Prerequisite: sophomore standing or permission of instructor)

Introduction to microeconomics, beginning with the historical development of market theory and continuing with an examination of contemporary models of market behavior and dynamics.

ECO 203: Macroeconomics

(3 hrs.)

(Prerequisite: sophomore standing or permission of instructor)

Introduction to the economics of Keynes and post-Keynesian theory. Includes fiscal and monetary theory and policy.

Marketing: Public Relations and Advertising Courses

MPA 205: Public Relations: Principles and Practices

(3 hrs.)

(Prerequisites: IME 103 and sophomore standing)

A survey course of public relations principles and theories practiced today in business, nonprofit organizations, associations, government and education. The historical, legal, organizational and social context of public relations. Offered fall semester only.

MPA 212: Marketing Practicum

(1-3 hrs.)

(Prerequisites: Sophomore standing; permission of department faculty. May be taken for either S/U or A-F credit; may be taken two times for credit)

Open to all majors and minors working with Creative Ink or a department-sponsored practicum project. Work to be evaluated by appropriate faculty advisor. Offered every semester.

MPA 240: The Nuts & Bolts of Event Planning

(3 hrs.)

(Open to all students.)

An introduction to the special events, meeting and convention industry. Students will be exposed to functions such as planning, budgeting, negotiating, registering and the scheduling of an event.

MPA 330: Advanced Events Planning and Management

(3 hrs.)

(Prerequisites: BUS 171, MPA 205)

The purpose of this course is to acquire an in-depth knowledge about the specialized field of event management and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation for special events within any context.

MPA 335: Case Studies in Marketing and Public Relations

(3 hrs.)

(Prerequisites: grade of C- or better in MPA 205 or BUS 250 and junior standing or permission of instructor; cross-listed as BUS 335)

A combination case study and hands-on course designed to increase research, writing and assessment skills in marketing and public relations. Cases will focus on research, planning, strategies, tactics and evaluation. Course culminates in researching and writing a marketing and public relations case history. Offered every other year.

MPA 401: Marketing and Promoting Your Event

(3 hrs.)

(Prerequisites: MPA 240 and MPA 330 or permission of instructor.)

The primary focus of this course will be to plan and manage an event during the semester. Additionally, students will learn how to market and promote the event.

MPA 403: Strategic Writing

(3 hrs.)

(Prerequisites: BUS 331; senior standing, or permission of instructor)

Strategic Writing is an advanced writing intensive course that emphasizes the strategic, goal-oriented mission of high quality media writing, including public relations, social media, advertising, and sales. It prepares students for multiple writing platforms by developing skills in writing and increasing the understanding of how to use each. The focus is to write successfully and strategically for various fields of communication.

MPA 412: Advanced Practicum

(1-3 hrs.)

(Prerequisites: Senior standing or permission of department faculty. May be taken for either S/U or A-F credit; may be taken two times for credit.)

Open to all majors and minors working in a management position with Creative Ink or a department-sponsored practicum project. Work to be evaluated by appropriate faculty adviser. Offered every semester.

MPA 431: Advanced Copywriting

(3 hrs.)

This writing-intensive course covers the craft of writing copy and creating advertising for print, broadcast, outdoor, Internet and other media. Students learn how to capture their creative potential, how to use creative ideas strategically in order to solve advertising problems, how to execute those ideas in ads that have stopping power, and how to present their work in a professional manner. Students explore the different style of the great ad copywriters and learn

to critically analyze the ads they see every day. The course culminates in the creation of a multimedia campaign. Offered spring semester only.

MPA 483: Advanced Internship: Case Study and Report

(3 hrs.)

(Prerequisites: INT 210, senior standing and completion of industry internship required by Department)

NOTE: All appropriate agreement and approval forms must be on file with the faculty supervisor prior to beginning the internship.

This course brings together students who have completed summer industry advanced internships in order to evaluate their internship experience and discuss relevant workplace issues. Students share information about their internships, including their interaction with supervisors, co-workers and clients; their position and responsibilities; and the relationship between their expectations and the realities of their internship. Students use the information they compiled during their internship to create a multimedia presentation of their internship case study. Offered fall semester only.

MPA 493: Senior Project: Public Relations

(3 hrs.)

(Prerequisites: senior standing and permission of department faculty)

This is the senior capstone experience of the major. This course requires the application of various media writing and production tasks to a specific project. All the skills from student's course of study are applied to the creation and execution of a "real-life" broadcast production, news or public relations project. A grade of C- or better is required for graduation.

Independent Study

Independent studies (special studies, tutorials, readings, projects) may be proposed by students who wish to investigate a subject not otherwise available. Information about independent study may be obtained in department offices or in the Office of the Registrar.