Course Descriptions for all MARKETING courses
(in order by semester)

BUSA 131 Principles of Marketing (Cr3) (3:0)
Principles of marketing and analysis of the four variables of the marketing mix: product, price, promotion, and distribution; marketing concepts as related to products and services and businesses and non-profit organizations.

CISC 101 Introduction to Computers (Cr3) (3:0)
This course introduces computer concepts including hardware and software, an overview of application software, networking and the Internet, and current issues with respect to computers and society. Hands-on instruction in the productivity tools of word-processing, spreadsheets and presentation software.

CMTH 102 Speech Communication (Cr3) (3:0)
Basic principles of communication theory and practice, including speech preparation and delivery, and the effective use of critical thinking and listening in relation to intrapersonal, interpersonal, intercultural, and group communication.

ENGL 101 English I (Cr3) (3:0)
A writing-intensive course giving close attention to the process of writing through networked workshops and conferences involved in preparation and revision of drafts. The course develops skills in logical and focused writing, through development of a main point by means of supporting ideas and evidence. In addition, students learn to integrate information from secondary sources through the use of summary, paraphrase, and direct quotation in various forms of thesis-based writing. Prereq. - Competence in reading and writing as determined by English Department through testing and/or course work. Approved for the Honors Program.

ACCT 101 Financial Accounting I (Cr3) (3:0)
Analysis and interpretation of basic accounting structure, systems, and controls applicable to various business entities. Only one of the following: ACCT 101 or ACCT 100 may be applied to a degree. ACCT 100 cannot be used as a substitute for ACCT 101.

ARTA 170 Computer Graphics (Cr4) (2:4)
Introduction to computer graphics and basic design principles. Utilizing Adobe Photoshop and Illustrator software, students will learn the fundamentals of digital design, image editing/scanning and printing. Assignments, both in and outside of the classroom, will be contextually based, providing real world applications with each lesson.

BUSA 205 Management Fundamentals (Cr3) (3:0)
Principles and functions of management within organizations; planning and decision-making, organizing and staffing, leading and controlling with emphasis on the manager's role in goal achievement; ethical, political, legal, and international aspects of the environments in which business and other organizations operate; a management case study or simulation may be integrated into the course.

ENGL 151 English II (Cr3) (3:0)
Students continue to develop the academic writing and critical reading skills begun in English I. Students
may elect to work on introduction to literature (L), report writing (R), or technical writing (T). Prereq.- ENGL 101. ENGL 151L (literature option) is approved for the Honors Program and has a designated as a Diversity (D) core course.

**ACCT 160 Accounting Applications (Cr3) (3:0)**
In this course students will learn both payroll accounting and QuickBooks. In a hands-on environment, students learn the design and function of a computerized accounting information system, with the emphasis on providing information for external users and for management decision making. The course includes the principles of accounting information systems, the relationship of computerized accounting systems to manual systems, transaction processing, and report generating using an accounting software package, and the application of management decision-making tools using appropriate software. The payroll accounting portion of the course will include personnel and payroll records, Fair Labor Standards Act, phases of the Social Security Act, and Federal Income Tax Withholding laws. Prereq.- ACCT 101.

**ACCT 202 Managerial Accounting (Cr3) (3:0)**
Emphasizes the uses of accounting information for managerial decision making, planning and control, and cost accumulation and allocation. Prereq. - ACCT 101.

**ARTA 130 Introduction to Web Site Design (Cr3) (2:2)**
Introduction to Web Site Design explores online website design and basic programming with industry standard software and basic coding with HTML and Cascading Style Sheets. The course addresses best practices in current web design and web standards as well as methods of publishing web sites via FTP servers. Finally, students will discuss web design careers and freelance design opportunities. Prereq. - ARTA170.

**BUSA 221G Business Communications (Cr3) (3:0)**
Comprehensive overview of the communications processes with special emphasis on practical workplace applications; students assess and develop their listening, speaking, writing, and research skills as they prepare business letters, memos, reports, presentations, proposals, and employment packages; students plan and conduct business meetings and practice effective group problem-solving skills. Only one of BUSA 221 or OFAD 221 may be applied to a degree. Prereq. - ENGL 151 and CMTH 102.

**BUSA 235 Principles of Advertising and PR (Cr3) (3:0)**
This course is an introduction to the principles of advertising and public relations (familiarity with Microsoft Word, PowerPoint and Internet recommended). This includes the analysis of advertising's role within marketing; how advertising works; the consumer audience; advertising research and planning; advertising media, ad design and copywriting, promotional tools; ad campaign evaluation and the role of public relations. Prereq.- BUSA 131. Offered fall semester only.

**ECON 201 Macroeconomics (Cr3) (3:0)**
This course deals with introduction to the basic concepts of economics, demand and supply analysis in market economy. It covers the topics of business cycle, unemployment, inflation, GDP and its determinants. This course provides a general overview of fiscal and monetary policies of the United States. National and global current economic issues are also analyzed.

**BUSA 152 Business Law I (Cr3) (3:0)**
Basic introduction to legal aspects of business including relevant terminology; essential elements of the
American legal system, structure and operation of courts, torts and crimes in a business environment, common law of contracts, sales under the Uniform Commercial Code, and ethical considerations in business operations.

**BUSA 137 Principles of Selling (Cr3) (3:0)**
Basic principles of professional selling; characteristics and opportunities of a sales career; knowledge and skills associated with the selling process; hands-on course emphasizing role-playing, and in-class presentations. Offered spring semester only.

**BUSA 270 Marketing Simulation (Cr3) (3:0)**
Students work as a team in a simulated advertising agency setting to develop a creative Integrated Marketing Communication Program. In creating the program, students apply all aspects of marketing from previous coursework (i.e. advertising/PR campaigns, brochure/sell sheet development, website design, sales promotion, personal selling, etc.). Students are involved in creative and critical thinking, decision making, environmental scanning and team activities. Prereq.: BUSA 131, 235, ARTA 130, and a minimum of 40 credits completed. Offered spring semester only.