

# Marketing and Business Analytics

---

Zaki Malik (Department Head)

Location: McDowell Administration Building, Room 315, 903-886-5692, Fax 903-886-5693

Marketing and Business Analytics Web Site (<http://www.tamuc.edu/academics/colleges/business/departments/businessAdministration/default.aspx>)

The Department of Marketing and Business Analytics offers consumer and data oriented undergraduate degree programs and minors. Students are exposed to fundamental business knowledge and skills along with experiential learning to help competitively position their entry in the global business environment.

The department offers the Bachelor of Business Administration (BBA) degree in Marketing. A marketing degree teaches students to understand the marketplace and develop a strategic plan to achieve the goals of the organization. Marketing students graduate with exposure to research, analytics, promotions, sales management, supply chain and traditional as well as new media. A BBA in Marketing prepares graduates for careers in all areas of marketing such as sales management, research, retailing, consumer behavior, promotion, product marketing, and digital marketing.

The department also offers the Bachelor of Business Administration (BBA) degree in Business Analytics. It is recognized STEM (Science, Technology, Engineering & Math) program. A business analytics degree teaches students to collect, organize, analyze, optimize and interpret "Big Data" for the purposes of problem solving and decision-making. Business analytics students graduate with competencies that enhance strategic and operational efficiencies. The skills they learn are highly sought by employers. The program will prepare students for specific jobs such as becoming a computer systems analyst, management analyst/business analyst/process analyst, market research analyst, and operations research analyst.

Minors in Marketing and Business Analytics will supplement students' business knowledge that will set them apart and enhance their employability. The minors are designed to provide both business and non-business majors exposure to other business disciplines.

*Students seeking a bachelor's degree in any of the following majors must complete:*

1. degree requirements for the specific degree,
2. Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>), and
3. the College of Business (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/>) core course requirements (refer to those sections of this catalog).

Business Analytics B.B.A. (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/marketing-business-analytics/business-analytics-bba/>)

Business Analytics Minor ([http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/marketing-business-analytics/bus\\_analytics\\_minor/](http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/marketing-business-analytics/bus_analytics_minor/))

Marketing B.B.A (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/marketing-business-analytics/marketing-bba/>)

Marketing Minor (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/marketing-business-analytics/marketing-minor/>)

## **BA 357 - Legal Org & Business Trans**

Hours: 3

A course in commercial law, including a study of negotiable instruments, agency, partnerships, corporations, real estate, wills, sales and secured transactions. Prerequisite: Junior standing.

## **BA 489 - Independent Study**

Hours: 1-3

Independent Study. One to four semester hours. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of the department head.

## **BA 490 - Honors Thesis**

Hours: 3-6

## **BA 491 - Honors Reading**

Hours: 3

## **BA 497 - Special Topics**

Hours: 3

Special Topics. One to four semester hours. Organized Class. May be repeated when topics vary.

**BUSA 1305 - Business Computing Systems**

Hours: 3

A study of introductory business computing concepts and the role of information systems, data analysis, developing skills in quantitative literacy, logical reasoning, and interpretation of results.

**BUSA 315 - IS Security & Risk Management**

Hours: 3

This course provides an introduction to the fundamental principles and topics of Information Systems Security and Risk Management at the organizational level. Students will learn critical security principles that enable them to plan, develop, and perform security tasks. The course will address hardware, software, processes, communications, applications, and policies and procedures with respect to organizational IS Security and Risk Management.

**BUSA 326 - Data & Information Management**

Hours: 3

This course introduces core concepts in data and information management. The focus of the course is on understanding data characteristics and information transformation, identifying organizational information requirements, developing a conceptual data model based on organizational information requirements, converting the conceptual data models into relational data models, and implementing and utilizing a relational database. The student will become knowledgeable on how to interpret the information in supporting management decisions.

**BUSA 379 - Business Process Management & ERP Systems**

Hours: 3

In this course students will be introduced to key concepts and approaches to business process management and improvement. The main focus of this course is both understanding and designing business processes. Students will learn how to identify, document, model, assess, and improve core business processes. Students will be introduced to process design principles. The way in which information technology can be used to manage, transform, and improve business processes is discussed. Students will be exposed to challenges and approaches to organizational change, domestic and offshore outsourcing, and inter-organizational processes

**BUSA 415 - Principles of Business Process Analysis & Design**

Hours: 3

This course discusses the process, methods, techniques and tools that organizations use to determine how they should conduct their business, with a particular focus on how computer-based technologies can most effectively contribute to the way business is organized. The course covers a systematic methodology for analyzing a business problem or opportunity, determining what role, if any, computer-based technologies can play in addressing the business need, and articulating business requirements for the technology solution.

**BUSA 416 - Innovative Analytics Technology**

Hours: 3

This course teaches students basic knowledge of emerging technology applications in analytics and decision making. Students learn innovative technology design and management from hands-on class projects.

**BUSA 421 - Data Mining**

Hours: 3

This course provides students with a foundation in basic data mining, data analysis, and predictive modeling concepts. Using practical business cases and projects, students will learn data analysis and data mining implementation techniques for business knowledge insights through a process of inference, model fitting, and learning from examples. The goal of the course is to teach students fundamental data mining techniques that are commonly used in practice. Data mining topics include linear classifiers, clustering, dimension reduction, classification and prediction methods, decision trees, time series analysis, optimization analysis, simulation methods, regression models, and model training/testing/evaluation. Prerequisites: ECO 302.

**BUSA 423 - Business Analytics Programming**

Hours: 3

This course introduces applications programming in the large enterprise system environment. The program development and design process is introduced including computer-based concepts of problem-solving, structured programming logic and techniques, algorithm development and program design. Topics include program flowcharting, algorithms, input/output techniques, looping, modules, selection structures, file handling, control breaks, pseudocoding, and user documentation.

**BUSA 424 - Business Analytics Modeling**

Hours: 3

This is an applied course developing fundamental knowledge and skills for applying management science models to business decision making. Topics include decision analysis, simulation and risk models and optimization models, including the use of software for business applications. Crosslisted with: BUSA 542.

**BUSA 428 - Project Management**

Hours: 3

This course discusses the processes, methods, techniques and tools that organizations use to manage their information systems projects. The course covers a systematic methodology for initiating, planning, executing, controlling, and closing projects. This course assumes that project management in the modern organization is a complex team-based activity, where various types of technologies (including project management software as well as software to support group collaboration) are an inherent part of the project management process. This course also acknowledges that project management involves both the use of resources from within the firm, as well as contracted from outside the organization.

**BUSA 431 - Internship**

Hours: 0-3

This course provides an opportunity for selected students to earn elective credits in Business Analytics through supervised work experience with area business firms under the supervision of a faculty member. Prerequisites: 6 hours of BUSA or department approval.

**BUSA 432 - Supply Chain Analytics**

Hours: 3

This course focuses on sound insights and improved decision-making in supply chain management from rigorous data analysis. Students learn how to provide problem solving and decision-making process by integrating analytical methodologies which include the study of important supply chain functions and solution techniques. Additionally, students will gain valuable analytical insights on major supply chain functions which include: demand forecasting, procurement assessment, inventory analysis, transportation, supply and subcontract pricing, and primary logistics.

**BUSA 489 - Independent Study**

Hours: 1-4

Individualized instruction/research at an advance level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisites: Consent of department head.

**BUSA 490 - Honors Thesis**

Hours: 3

Honors Thesis specified by faculty or department head.

**BUSA 491 - Honors Reading**

Hours: 3

As specified by Honors or department head.

**BUSA 497 - Special Topics**

Hours: 1-4

Organized class. May be repeated when topics vary.

**MKT 306 - Marketing**

Hours: 3

This course is an introduction to the concepts, principles, problems and applications of marketing. It emphasizes all functional areas and institutions of marketing including segmentation and targeting, marketing analytics, buyer behavior, the marketing mix (product, pricing, supply chain management, and digital and traditional advertising). Junior standing.

**MKT 366 - Integrated Marketing Communications**

Hours: 3

This course provides an analysis of the promotion networks of organizations to external publics. Emphasis is on appraising the effectiveness of integrated marketing communications tools using digital interactive media (SEM, SEO, social media) and traditional media (electronic, print, and outdoor). Prerequisites: MKT 306.

**MKT 367 - Selling & Sales Management**

Hours: 3

Selling and Sales Management. Three semester hours. This course focuses on developing and maintaining relationships with customers and managing the sales process of finding, converting, and keeping customers while achieving the organization's goals. Communication techniques, career planning, selling strategies and tactics as well as sales duties, responsibilities, and problems are included. Prerequisites: Junior standing.

**MKT 386 - Supply Chain Management and Marketing Channels**

Hours: 3

This course is an overview of supply chain management, with particular attention given to supply/purchasing, operations, distribution (domestic and global), and integration issues. The course also touches on Customer Relationship Management and the role of SAP in supply chain management. Prerequisites: Marketing 306.

**MKT 389 - INDEPENDENT STUDY**

Hours: 1-4

**MKT 420 - International Marketing**

Hours: 3

Global marketing is a business orientation that targets markets throughout the world. It includes traditional approaches of domestic firms who import and export goods and services, as well as multinational companies. This course examines the evaluation and selection of new markets, appropriate ways to enter a market, and options of standardization versus adaptation for marketing mix variables. The class also looks at the interconnectedness of firms, markets and cultures. Prerequisites: MKT 306, ECO 2301 and ECO 2302 and Junior Standing.

**MKT 422 - Electronic Commerce**

Hours: 3

Electronic Commerce. Three semester hours. (Same as MGT 422) This course exposes students to key strategic management applications relevant to the use of Internet technologies. The goal of the course is to provide students the necessary background of strategic management concepts, technologies, and applications required of businesses wanting to become actively involved in the rapidly growing electronic commerce industry. Some exposure to technical issues will also be provided. Prerequisite: Senior standing.

**MKT 431 - Internship**

Hours: 0-3

This course provides an opportunity for selected students to earn elective credits in Marketing through supervised work experience with area business firms under the supervision of a faculty member. Prerequisites: 6 hours of Marketing and permission of the department head.

**MKT 436 - Marketing Research**

Hours: 3

In a data-driven business environment, understanding marketing research is imperative. This course is designed to provide students with the skill set to ask relevant marketing/business questions, conduct research, analyze results and make good marketing recommendations. Upon completion of the course, students will have a better appreciation for the marketing research process and how to use research in making sound business decisions. Prerequisites: MKT 306, ECO 302.

**MKT 445 - Retail Management**

Hours: 3

Retail Management. Three semester hours. (Same as MGT 445) This is a survey course dealing with managerial principles and practices of retail operation, including store location and layout, buying, pricing, promotion, services, and inventory control. Prerequisite: MKT 306, MGT 305.

**MKT 467 - Buyer Behavior**

Hours: 3

Students examine the consumer value framework and the influences affecting buyer behavior, including internal influences (perception and learning, personality, and attitude); external influences (including group, family, culture and microculture); as well as decision process models and outcomes of consumption. Focus is on interconnectedness of buyer, seller and society. Prerequisites: MKT 306.

**MKT 471 - Marketing Analytics**

Hours: 3

This course exposes students to a critical application in strategic marketing stemming from Internet and digital technologies. Students will learn how to apply data analytics tools to make strategic business decisions in major areas of marketing such as market segmentation, consumer insights, social media, and forecasting. This is a hands-on course with students working with real-world databases and utilizing commonly used commercial software. As a result, the course will help students develop analytic skills that can be applied to Big Data analysis and/or real world marketing problems. Prerequisites: ECO 302, MKT 306.

**MKT 489 - Independent Study**

Hours: 1-4

Independent Study. One to four semester hours. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of department head.

**MKT 490 - H Honors Thesis**

Hours: 1-6

**MKT 491 - H Ind Honors Readings**

Hours: 3

**MKT 497 - Special Topics**

Hours: 1-4

Special Topics. One to four semester hours. Organized class. May be repeated when topics vary.