

Department of Marketing, Industrial Distribution, and Economics

Interim Chair: Joshua Robinson, Ph.D.

The Department of Marketing, Industrial Distribution, and Economics supports the mission of the Collat School of Business through the department's majors and course offerings. Majors within the department are designed around discipline-based theory and real-world applications.

The department is responsible for courses, concentrations, majors and minors in marketing, industrial distribution, economics, and legal studies. Below is an overview of each major. Detailed degree requirements are located on the Majors Tab above.

Marketing Major

The objective of the major in marketing is to prepare students for a wide range of marketing positions in both business and not-for-profit organizations and to place our graduates in rewarding and productive careers. Graduates find career opportunities in marketing management, marketing research, supply chain management, professional sales, purchasing, promotion, and advertising. The major is an excellent foundation for graduate work in marketing, Law School or an M.B.A. degree. Students must select a concentration area to earn the degree. Concentrations are available in **Marketing Management, Retail Marketing Management, Digital Marketing and Marketing Analytics.**

Economics Major

The major in economics is designed to provide students with a solid grounding in economic analysis and decision making. These skills allow students to follow many career paths in business and government. Also, this major provides excellent training for students planning to pursue graduate work in economics, law, or business. Economics majors select a concentration in **Economic Analysis and Policy, Mathematical Economics, or Philosophy, Politics and Economics** depending on their specific interests.

Industrial Distribution Major

The Charles & Patsy Collat Industrial Distribution Program is one of a small number of such programs in the world that prepares graduates for technical sales, operations, logistics, marketing and purchasing positions specifically for industrial, technical and medical firms. This challenging and engaging program provides focused education in the industrial / technical sector as well as a specialized concentration in **Medical Equipment and Supplies Distribution.** Both areas allow students the opportunity to gain specialized knowledge unique to each of these industries.

Major in Marketing

The objective of the major in marketing is to prepare students for a wide range of marketing positions in both business and not-for-profit organizations and to place our graduates in rewarding and productive careers. Graduates find career opportunities in marketing

management, marketing research, supply chain management, professional sales, purchasing, promotion, and advertising. The major is an excellent foundation for graduate work in marketing, Law School or an M.B.A. degree. Students must concentrate in an area of marketing through elective courses offered by the MIDE and MISQ departments. Concentrations include Marketing Management, Retail Marketing Management, Digital Marketing and Marketing Analytics.

Students must earn at least a grade of **C** in all stated prerequisite courses for the marketing requirements. A 2.0 GPA for all courses applied to the major is also required. At least 15 hours of the major courses must be taken at UAB.

Concentration in Marketing Management

Requirements	Hours
Core Curriculum	41
Lower Level Business Requirements	
AC 200 Principles of Accounting I	3
AC 201 Principles of Accounting II	3
BUS 101 Introduction to Business or BUS 102 Business Foundations	3
BUS 110 Essentials of Financial Literacy	3
LS 246 Legal Environment of Business	3
QM 214 Introduction to Business Statistics	3
QM 215 Foundations in Business Analytics	3
Upper Level Business Requirements	
BUS 305 Professional Development for Today's Workplace	1
BUS 350 Business Communications	3
FN 310 Fundamentals of Financial Management	3
IS 303 Information Systems	3
MG 302 Management Processes and Behavior	3
MG 403 Operations Management	3
MK 303 Basic Marketing	3
MK 450 Strategic Marketing ¹ or BUS 495 Business Honors Seminar, I	3
International Business ²	3
Experiential Learning ³	
Marketing Major Courses	
DB 320 Distribution Management	3
MK 330 Professional Selling	3
MK 405 Marketing Analytics	3
MK 410 Integrated Marketing Communication	3
Marketing Management Concentration	
MK 436 Digital Marketing Analytics or DB 400 Analytics in Distribution	3
MK 401 Social Media in Marketing or MK 418 Digital Marketing	3
Two Marketing Electives ⁴	6
General Electives	9
Total Hours	120

¹ Business Honors students take BUS 495.

² International Business courses include: EC 407, FN 412, MG 415, MK 416, AC 440, IB 320, IB 439 and IB 495.

³ All business majors are required to participate in experiential education. This requirement may carry 0-3 credit hours. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your Program:

AC 464, BUS 496, DB 495, EC 460, ENT 426, ENT 445, FN 460, IB 495, IS 464, MG 445, MK 425, MK 445. A description of options to satisfy this degree requirement may be accessed here: <http://www.uab.edu/business/home/degrees-certificates/undergraduate/experiential-learning-requirement>. Please see your advisor for specific requirements for your major.

⁴ Marketing electives must be 300- or 400-level courses. ENT 421 may be counted as MK elective.

Concentration in Retail Marketing Management

Requirements	Hours
Core Curriculum	41
Lower Level Business Requirements	
AC 200 Principles of Accounting I	3
AC 201 Principles of Accounting II	3
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
BUS 110 Essentials of Financial Literacy	3
LS 246 Legal Environment of Business	3
QM 214 Introduction to Business Statistics	3
QM 215 Foundations in Business Analytics	3
Upper Level Business Requirements	
BUS 305 Professional Development for Today's Workplace	1
BUS 350 Business Communications	3
FN 310 Fundamentals of Financial Management	3
IS 303 Information Systems	3
MG 302 Management Processes and Behavior	3
MG 403 Operations Management	3
MK 303 Basic Marketing	3
MK 450 Strategic Marketing ¹	3
or BUS 495 Business Honors Seminar, I	
International Business ²	3
Experiential Learning ³	
Marketing Major Courses	
DB 320 Distribution Management	3
MK 330 Professional Selling	3
MK 405 Marketing Analytics	3
MK 410 Integrated Marketing Communication	3
Retail Marketing Management Concentration	
MK 312 Retail Marketing	3
MK 420 Sales Management	3
DB 430 Distribution Operations	3
One MK elective at the 300 level or above ⁴	3
General Electives	9
Total Hours	120

¹ Business Honors students take BUS 495.

² International Business courses include: EC 407, FN 412, MG 415, MK 416, AC 440, IB 320, IB 439 and IB 495.

³ All business majors are required to participate in experiential education. This requirement may carry 0-3 credit hours. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your program: AC 464, BUS 496, DB 495, EC 460, ENT 426, ENT 445, FN 460, IB 495, MG 445, MK 425, MK 445. Please see your advisor for specific requirements for your major.

⁴ MK elective must be 300- or 400-level course. ENT 421 may be counted as MK elective.

Concentration in Marketing Analytics

Requirements	Hours
Core Curriculum	41
Lower Level Business Requirements	
AC 200 Principles of Accounting I	3
AC 201 Principles of Accounting II	3
BUS 101 Introduction to Business	3
or BUS 102 Business Foundations	
BUS 110 Essentials of Financial Literacy	3
LS 246 Legal Environment of Business	3
QM 214 Introduction to Business Statistics	3
QM 215 Foundations in Business Analytics	3
Upper Level Business Requirements	
BUS 305 Professional Development for Today's Workplace	1
BUS 350 Business Communications	3
FN 310 Fundamentals of Financial Management	3
IS 303 Information Systems	3
MG 302 Management Processes and Behavior	3
MG 403 Operations Management	3
MK 303 Basic Marketing	3
MK 450 Strategic Marketing ¹	3
or BUS 495 Business Honors Seminar, I	
International Business ²	3
Experiential Learning ³	
Marketing Major Courses	
DB 320 Distribution Management	3
MK 330 Professional Selling	3
MK 405 Marketing Analytics	3
MK 410 Integrated Marketing Communication	3
Marketing Analytics	
MK 408 Marketing Research	3
MK 436 Digital Marketing Analytics	3
DB 400 Analytics in Distribution	3
Marketing Elective ⁴	3
General Electives	9
Total Hours	120

¹ Business Honors students take BUS 495.

² International Business courses include: EC 407, FN 412, MG 415, MK 416, AC 440, IB 320, IB 439 and IB 495.

³ All business majors are required to participate in experiential education. This requirement may carry 0-3 credit hours. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your Program: AC 464, AC 474, BUS 496, DB 495, EC 460, ENT 426, ENT 445, FN 460, IB 495, IS 464, MG 445, MK 425, MK 445. A description of options to satisfy this degree requirement may be accessed here: <http://www.uab.edu/business/home/degrees-certificates/undergraduate/experiential-learning-requirement>. Please see your advisor for specific requirements for your major.

⁴ Marketing electives must be 300- or 400-level courses. ENT 421 may be counted as MK elective.

Concentration in Digital Marketing

Requirements	Hours
Core Curriculum	41
Lower Level Business Requirements	
AC 200 Principles of Accounting I	3
AC 201 Principles of Accounting II	3
BUS 101 Introduction to Business or BUS 102 Business Foundations	3
BUS 110 Essentials of Financial Literacy	3
LS 246 Legal Environment of Business	3
QM 214 Introduction to Business Statistics	3
QM 215 Foundations in Business Analytics	3
Upper Level Business Requirements	
BUS 305 Professional Development for Today's Workplace	1
BUS 350 Business Communications	3
FN 310 Fundamentals of Financial Management	3
MG 403 Operations Management	3
IS 303 Information Systems	3
MG 302 Management Processes and Behavior	3
MK 303 Basic Marketing	3
MK 450 Strategic Marketing or BUS 495 Business Honors Seminar, I	3
International Business ¹	3
Experiential Learning ²	
Major Courses	
DB 320 Distribution Management	3
MK 330 Professional Selling	3
MK 405 Marketing Analytics	3
MK 410 Integrated Marketing Communication	3
Concentration Courses	
MK 401 Social Media in Marketing	3
MK 418 Digital Marketing	3
MK 436 Digital Marketing Analytics	3
MK or IS Elective (IS 417 or IS 418) ³	3
General Electives	9
Total Hours	120

¹ International Business courses include: EC 407, FN 412, MG 415, MK 416, AC 440, IB 320, IB 439, and IB 495.

² All business majors are required to participate in experiential education. This requirement may carry 0-3 credit hours. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your program: AC 464, BUS 496, DB 495, EC 460, ENT 426, ENT 445, FN 460, IB 495, MG 445, MK 425, MK 445. Please see your advisor for specific requirements for your major.

³ MK elective must be 300- or 400-level course. ENT 421 may be counted as MK elective.

Major in Industrial Distribution

The Charles & Patsy Collat Industrial Distribution Program is one of a small number of such programs in the world that prepares graduates for technical sales, operations, logistics, marketing and purchasing positions specifically for industrial, technical and medical firms. This challenging and engaging program provides focused education in the industrial / technical sector as well as a specialized concentration in Medical Equipment and Supplies Distribution. Both areas allow students

the opportunity to gain specialized knowledge unique to each of these industries.

Major in Industrial Distribution

Requirements	Hours
Grade and GPA Requirement	
Students must maintain an overall 2.0 GPA, a 2.0 GPA in all attempted Business courses, and an overall 2.0 GPA in all major courses.	
Core Curriculum	41
Lower Level Business Requirements	
AC 200 Principles of Accounting I	3
AC 201 Principles of Accounting II	3
BUS 101 Introduction to Business or BUS 102 Business Foundations	3
BUS 110 Essentials of Financial Literacy	3
LS 246 Legal Environment of Business	3
QM 214 Introduction to Business Statistics	3
QM 215 Foundations in Business Analytics	3
Upper Level Business Requirements	
DB 305 Entering the Profession	1
BUS 350 Business Communications	3
FN 310 Fundamentals of Financial Management	3
IS 303 Information Systems	3
MG 302 Management Processes and Behavior	3
MK 303 Basic Marketing	3
BUS 450 Strategic Management Capstone Experience ² or BUS 495 Business Honors Seminar, I	3
International Business ³	3
ID Major Business Course Requirements	
MK 330 Professional Selling	3
DB 320 Distribution Management	3
DB 400 Analytics in Distribution	3
DB 410 Creative Solutions in Distribution	3
DB 430 Distribution Operations	3
DB 435 Distribution Policies and Quality Issues	3
DB 495 Distribution Directed Studies Practicum ⁴	3
ID Major Engineering Course Requirements	
Choose Two From The Following:	6
ME 302 Overview of Mechanical Components	
EE 305 Fundamentals of Electrical Engineering	
MSE 350 Introduction to Materials	
General Electives	9
Total Hours	120

² Business Honors students take BUS 495.

³ International Business courses include: EC 407, FN 412, MG 415, MK 416, AC 440, IB 320, IB 439, IB 495.

⁴ Satisfies experiential education requirement.

The Industrial Distribution major provides students with a comprehensive understanding of issues and solutions facing suppliers, distributors, and customers as they move technical products and provide services through supply chain networks. Preparing students for careers with manufacturers or distributors in a technical industry, graduates are prepared to work in positions such as sales, operations, or purchasing for companies that manufacture technical equipment or for companies that distribute these products. While enrolled in the ID Program, students

receive instruction and mentoring from faculty in the Collat School of Business as well as from faculty in the School of Engineering. An internship is a required component of the ID Program which enables students to receive direct training and exposure to the field in which they are preparing to work.

Major in Industrial Distribution with Concentration in Medical Equipment and Supplies Distribution

The Medical Equipment & Supplies Program integrates specially tailored health care coursework with the Distribution curriculum to prepare graduates for careers in the medical equipment and supplies industry. Emphasis is placed on the structure of the health care industry, medical terminology and medical and health care industry purchasing systems. A unique feature of the Program is the experiential learning opportunities that are designed to give students specific knowledge of the fast growing medical equipment and supplies industry. Medical Distribution students, for example, have opportunities to experience the operating room theater during surgery and witness first-hand the duties and responsibilities of the medical supplier in achieving successful patient outcomes. In combination, the program provides students with the skills necessary for success in a variety of positions in our country's medical supply chain. Graduates have been hired by the top medical manufacturers and distributors in positions such as operations, technical sales, purchasing, and inventory management, among others. In addition, many students have been accepted to medical school, physician's assistant school, and other clinical graduate programs upon graduation from this major.

Requirements	Hours
Grade and GPA Requirement: Students must maintain an overall 2.0 GPA, a 2.0 GPA in all attempted Business courses, and an overall 2.0 GPA in all major courses.	
Core Curriculum	41
Lower Level Business Requirements	
AC 200 Financial Accounting Foundations	3
AC 201 Introduction to Decision-Driven Accounting	3
BUS 101 Introduction to Business or BUS 102 Business Foundations	3
BUS 110 Essentials of Financial Literacy	3
LS 246 Legal Environment of Business	3
QM 214 Introduction to Business Statistics	3
QM 215 Foundations in Business Analytics	3
Upper Level Business Requirements	
DB 305 Entering the Profession	1
BUS 350 Business Communications	3
FN 310 Fundamentals of Financial Management	3
IS 303 Information Systems	3
MG 302 Management Processes and Behavior	3
MK 303 Basic Marketing	3
BUS 450 Strategic Management Capstone Experience ¹ or BUS 495 Business Honors Seminar, I	3
International Business ²	3
ID Major Requirements	
DB 320 Distribution Management	3
DB 400 Analytics in Distribution	3
DB 430 Distribution Operations	3
DB 435 Distribution Policies and Quality Issues	3
DB 495 Distribution Directed Studies Practicum	3
MK 330 Professional Selling	3

Medical Equipment Supplies Distribution Concentration Courses 9

Select Three From The Following: ³

BY 115 & 115L	Human Anatomy and Human Anatomy Laboratory (Cannot be used in Core Area III) ⁴
DB 410	Creative Solutions in Distribution
HCM 350	Medical Terminology for Health Professionals
EC 306	Health Care Economics
HCM 330	Health Care Systems
MK 471	Health Care Marketing
DB 440	Medical Device Selling
MK 401	Social Media in Marketing
MK 423	Emerging Trends in Professional Selling
MK 425	Advanced Professional Selling
PUH 201	Introduction to Public Health
PUH 202	Introduction to Global Health

General Electives 9

Total Hours 120

- Business Honors students take BUS 495.
- International Business courses include: EC 407, FN 412, MG 415, MK 416, AC 440, IB 320, IB 439, IB 495.
- Additional course options are available upon the recommendation and approval of the ID Program Manager and Director.
- If BY 115 and the accompanying lab are chosen, fewer General Elective hours will be required.

Major in Economics

The major in economics is designed to provide students with a solid grounding in economic analysis and decision making. These skills allow students to follow many career paths in business and government. Also, this major provides excellent training for students planning to pursue graduate work in economics, law, or business. Economics majors should select a concentration in **Economic Analysis and Policy, Mathematical Economics, or Philosophy, Politics and Economics** as a major.

Concentration in Economic Analysis & Policy

This concentration is suited for students who desire an understanding of the functions of the economy at the micro and macro levels. The analytical skills acquired provide excellent preparation for a variety of careers in industry and government, as well as graduate studies in law or public policy.

Students must earn a minimum grade of **C** in all stated prerequisite courses for any economics major concentration. A 2.0 GPA in all courses applied to the major is also required. At least 15 hours of these courses must be taken at UAB. The university's course forgiveness policy may be applied to either economics major concentration.

Requirements	Hours
Core Curriculum	41
Lower Level Business Requirements	
AC 200 Principles of Accounting I	3
AC 201 Principles of Accounting II	3
BUS 101 Introduction to Business or BUS 102 Business Foundations	3
BUS 110 Essentials of Financial Literacy	3

LS 246	Legal Environment of Business	3
QM 214	Introduction to Business Statistics	3
QM 215	Foundations in Business Analytics	3
Upper Level Business Requirements		
BUS 305	Professional Development for Today's Workplace	1
BUS 350	Business Communications	3
DB 320	Distribution Management	3
or MG 403	Operations Management	
FN 310	Fundamentals of Financial Management	3
IS 303	Information Systems	3
MG 302	Management Processes and Behavior	3
MK 303	Basic Marketing	3
BUS 450	Strategic Management Capstone Experience ¹	3
or BUS 495	Business Honors Seminar, I	
International Business ²		3
Experiential Learning ³		
Economics Major Courses		
EC 304	Intermediate Microeconomics	3
EC 305	Intermediate Macroeconomics	3
EC 409	Econometrics	3
Economics Major Electives		15
Select five 300-level or higher Economics (EC) courses or FN 412 ⁴		
General Electives		9
Total Hours		120

¹ Business Honors students take BUS 495.

² International Business courses include: EC 407, FN 412, MG 415, MK 416, AC 440, IB 320, IB 439, IB 495.

³ All business majors are required to participate in experiential education. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your academic advisor: AC 464, AC 474, BUS 496, DB 495, EC 460, FN 460, IB 495, IS 464, MG 445, MK 425, MK 445

⁴ Each of the five courses applies only once to degree requirements.

Concentration in Mathematical Economics (and Math Minor)

Students who choose the mathematical economics concentration will earn both a major in economics and a minor in mathematics by taking the required course work. This track is well suited for those students who wish to pursue graduate studies in economics, finance, or any other quantitative discipline. It also provides the student with excellent preparation for quantitative and analytical careers, such as those in the actuarial science or those in economic consulting.

Students must earn a minimum grade of C in all stated prerequisite courses for any economics major concentration. A 2.0 GPA in all courses applied to the major is also required. At least 15 hours of these courses must be taken at UAB. The university's course forgiveness policy may be applied to either economics major concentration.

Requirements	Hours	
Core Curriculum	42	
Lower Level Requirements		
AC 200	Principles of Accounting I	3
AC 201	Principles of Accounting II	3
BUS 101	Introduction to Business	3
or BUS 102	Business Foundations	

MA 126	Calculus II (replaces BUS 110) ²	4
LS 246	Legal Environment of Business	3
MA 485	Probability (replaces QM 214)	3
MA 486	Mathematical Statistics (replaces QM 215)	3
Upper Level Business Requirements		
BUS 305	Professional Development for Today's Workplace	1
BUS 350	Business Communications	3
DB 320	Distribution Management	3
or MG 403	Operations Management	
FN 310	Fundamentals of Financial Management	3
IS 303	Information Systems	3
MG 302	Management Processes and Behavior	3
MK 303	Basic Marketing	3
BUS 450	Strategic Management Capstone Experience ²	3
or BUS 495	Business Honors Seminar, I	
International Business ⁴		3
Experiential Learning ³		
Economics Major Courses		
EC 304	Intermediate Microeconomics	3
EC 305	Intermediate Macroeconomics	3
EC 409	Econometrics	3
MA 227	Calculus III	4
MA 260	Introduction to Linear Algebra	3
or MA 434	Algebra I: Linear	
Select 5 courses from:		15
Any 300 or 400 level EC		
FN 412	International Financial Management	
MA 252	Introduction to Differential Equations	
MA 361	Mathematical Modeling	
MA 492	Special Topics in Mathematics	
MA 444	Vector Analysis	
Total Hours		120

¹ Business Honors students take BUS 495.

² All business majors are required to participate in experiential education. This requirement may carry 0-3 credit hours. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your Program: AC 464, BUS 496, DB 495, EC 460, ENT 426, ENT 445, FN 460, IB 495, IS 464, MG 445, MK 425, MK 445. A description of options to satisfy this degree requirement may be accessed here: <http://www.uab.edu/business/home/degrees-certificates/undergraduate/experiential-learning-requirement>. Please see your advisor for specific requirements for your major.

³ International Business courses include: EC 407, FN 412, MG 415, MK 416, AC 440, IB 320, IB 439 and IB 495.

Concentration in Philosophy, Politics and Economics

The Philosophy, Politics and Economics Concentration focuses on topics in the intersection of philosophy, political science and economics. This concentration trains students to attack a wide range of problems using rigorous analytical techniques. It is an excellent basis for graduate study in philosophy, public policy, or political science, as well as for those planning to attend law school or for those anticipating careers in journalism, politics, management, intelligence, marketing, industrial organization and many other fields.

Students must earn at least a grade of **C** in all stated prerequisite courses for an economics major concentration. A 2.0 GPA in all courses used in the major is also required. At least 15 hours of these courses must be taken at UAB. The university's course forgiveness policy may be applied to either economics major concentration.

Requirements	Hours
Core Curriculum	41
Lower Level Business Requirements	
AC 200 Principles of Accounting I	3
AC 201 Principles of Accounting II	3
BUS 101 Introduction to Business or BUS 102 Business Foundations	3
BUS 110 Essentials of Financial Literacy	3
LS 246 Legal Environment of Business	3
QM 214 Introduction to Business Statistics	3
QM 215 Foundations in Business Analytics	3
Upper Level Business Requirements	
BUS 305 Professional Development for Today's Workplace	1
BUS 350 Business Communications	3
DB 320 Distribution Management or MG 403 Operations Management	3
FN 310 Fundamentals of Financial Management	3
IS 303 Information Systems	3
MG 302 Management Processes and Behavior	3
MK 303 Basic Marketing	3
BUS 450 Strategic Management Capstone Experience ² or BUS 495 Business Honors Seminar, I International Business ⁴	3
Experiential Learning ³	
Economics Major Courses	
EC 304 Intermediate Microeconomics ((fall only))	3
EC 305 Intermediate Macroeconomics ((spring only))	3
Philosophy, Politics and Economics Concentration Courses	
EC 302 Law and Economics	3
EC 320 Behavioral Economics	3
EC 330 Game Theory	3
PHL 120 Practical Reasoning	3
PHL 230 Social and Political Philosophy	3
Choose one from the following:	3
PHL 135 The Rule of Law (or 300+ PHL elective)	
PHL 300+ elective	
Select three 300-level or higher Economics (EC) courses or FN 412. ⁴	9
Total Hours	120

¹ Business Honors students take BUS 495.
² All business majors are required to participate in experiential education. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your academic advisor: AC 464, AC 474, BUS 496, DB 495, EC 460, FN 460, IB 495, IS 464, MG 445, MK 425, MK 445
³ Each course counts only once in degree requirements.
⁴ International Business courses include: EC 407, FN 412, MG 415, MK 416, AC 440, IB 320, IB 439 and IB 495.

Proposed Program of Study for a Major in Marketing - Marketing Management Concentration

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 BUS 110	3
BUS 101 or 102		3 CMST 101	3
MA 105		3 EH 102	3
Core Curriculum Area II: Fine Arts ¹		3 Core Curriculum Area II	3
Core Curriculum Area IV: Social and Behavioral Science		3 Core Curriculum Area III: Natural Science (with laboratory)	4
15		16	
Sophomore			
First Term	Hours	Second Term	Hours
AC 200		3 AC 201	3
EC 210		3 BUS 350	3
Core Curriculum Area III: Natural Science (with laboratory)		4 EC 211	3
Core Curriculum Area IV: History		3 LS 246	3
Core Curriculum Area II: Literature		3 QM 214	3
16		15	
Junior			
First Term	Hours	Second Term	Hours
MK 303 ²		3 BUS 305	1
MG 302 ³		3 DB 320 ⁴	3
QM 215		3 MK 330	3
IS 303		3 MK 436 or DB 400	3
DB 320 or MG 403		3 MK 410	3
		General Electives	3
15		16	
Senior			
First Term	Hours	Second Term	Hours
FN 310		3 MK 450	3
MK 405		3 International Business Elective ⁶	3
MK 401 or 418		3 Marketing Elective	3
Experiential Requirement		3 General Electives	3
ENT 421 (or MK 300/400 level elective)		3	
15		12	

Total credit hours: 120

Proposed Program of Study for a Major in Marketing - Retail Marketing Management Concentration

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 BUS 110	3
BUS 101 or 102		3 CMST 101	3
MA 105		3 EH 102	3

Core Curriculum Area II: Fine Arts ¹	3	Core Curriculum Area II	3
Core Curriculum Area IV: Social and Behavioral Science	3	Core Curriculum Area III: Natural Science (with laboratory)	4
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15		16	

Sophomore

First Term	Hours	Second Term	Hours
Core Curriculum Area III: Natural Science (with laboratory)	4	AC 201	3
Core Curriculum Area II: Literature	3	BUS 350	3
Core Curriculum Area IV: History	3	EC 211	3
AC 200	3	LS 246	3
EC 210	3	QM 214	3
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16		15	

Junior

First Term	Hours	Second Term	Hours
MK 303 ²	3	BUS 305	1
QM 215	3	DB 320 ⁴	3
MG 302 ³	3	MK 312	3
IS 303	3	MK 330	3
DB 320 or MG 403	3	MK 410	3
		General Electives	3
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15		16	

Senior

First Term	Hours	Second Term	Hours
FN 310	3	International Business Elective ⁶	3
MK 420	3	MK 450	3
MK 405	3	DB 430	3
Marketing Elective (300/400 level)	3	General Electives	3
Experiential Requirement	3		
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15		12	

Total credit hours: 120

Proposed Program of Study for a Major in Marketing - Digital Marketing Concentration

Freshman

First Term	Hours	Second Term	Hours
EH 101	3	BUS 110	3
BUS 101	3	CMST 101	3
MA 105	3	EH 102	3
Core Curriculum Area II: Fine Arts ¹	3	Core Curriculum Area II	3
Core Curriculum Area IV: Social and Behavioral Science	3	Core Curriculum Area III: Natural Science (with laboratory)	4
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15		16	

Sophomore

First Term	Hours	Second Term	Hours
Core Curriculum Area III: Natural Science (with laboratory)	4	AC 201	3

Core Curriculum Area II: Literature	3	BUS 350	3
Core Curriculum Area IV: History	3	EC 211	3
AC 200	3	LS 246	3
EC 210	3	QM 214	3
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16		15	

Junior

First Term	Hours	Second Term	Hours
MK 303 ²	3	BUS 305	1
QM 215	3	DB 320 ⁴	3
MG 302 ³	3	MK 401	3
IS 303	3	MK 330	3
DB 320 or MG 403	3	MK 410	3
		General Electives	3
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15		16	

Senior

First Term	Hours	Second Term	Hours
FN 310	3	MK 418	3
MK 405	3	MK 450	3
MK 436	3	International Business Elective ⁶	3
Experiential Requirement	3	General Electives	3
MK or IS Elective ⁷	3		
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15		12	

Total credit hours: 120

Proposed Program of Study for a Major in Marketing - Marketing Analytics Concentration

Freshman

First Term	Hours	Second Term	Hours
EH 101	3	EH 102	3
MA 105	3	CMST 101	3
BUS 101	3	BUS 110	3
Core Curriculum Area II: Fine Arts ¹	3	Core Curriculum Area III: Natural Science (with laboratory)	4
Core Curriculum Area IV: Social and Behavioral Science	3	Core Curriculum Area II	3
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15		16	

Sophomore

First Term	Hours	Second Term	Hours
Core Curriculum Area III: Natural Science (with laboratory)	4	EC 211	3
Core Curriculum Area II: Literature	3	AC 201	3
Core Curriculum Area IV: History ⁵	3	BUS 350	3
AC 200	3	LS 246	3
EC 210	3	General Elective	3
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16		15	

Junior

First Term	Hours	Second Term	Hours
QM 214	3	QM 215	3
MK 303	3	BUS 305	1

MG 302	3	DB 320 ⁴	3
IS 303	3	MK 330	3
DB 320 or MG 403	3	International Business ⁶	3
		General Elective	3
	15		16

Senior			
First Term	Hours	Second Term	Hours
FN 310	3	MK 408	3
MK 405	3	MK 450	3
MK 410	3	Experiential Learning Requirement	3
MK 436	3	General Elective	3
DB 400	3		
	15		12

Total credit hours: 120

¹ Select one of the following: ARH 101, MU 120 or THR 100.

² May be taken concurrently.

³ Junior Standing (60 semester hours credit)

⁴ If DB 320 was completed rather than MG 403, an alternate 300/400 level MK elective must be completed to fulfill major requirements.

⁵ Choose from HY 101, HY 102, HY 104, HY 105, HY 120, HY 121.

⁶ Select one from: MK 416, MG 415, EC 407, FN 412, AC 440, IB 320, IB 439, IB 495

⁷ For IS elective, please take IS 617.

Proposed Program of Study for a Major in Industrial Distribution

Freshman			
First Term	Hours	Second Term	Hours
EH 101	3	EH 102	3
MA 105	3	BUS 110	3
BUS 101	3	Core Curriculum Area II: Approved Fine Arts Course	3
Core Curriculum Area IV: History ¹	3	Core Curriculum Area III: Natural Science (with laboratory)	4
CMST 101	3	Core Curriculum Area IV: Social and Behavioral Science	3
	15		16

Sophomore			
First Term	Hours	Second Term	Hours
QM 214	3	QM 215	3
AC 200	3	AC 201	3
EC 210	3	EC 211	3
Core Curriculum Area II: Literature	3	LS 246	3
Core Curriculum Area III: Natural Science (with laboratory)	4	Core Curriculum Area II	3
	16		15

Junior			
First Term	Hours	Second Term	Hours
BUS 350	3	EE 305	3
MK 303 ²	3	ME 302 or MSE 350	3
MG 302 ³	3	International Business ⁴	3
IS 303	3	General Electives	3

DB 320 ²	3	DB 305	1
		DB 400	3
	15		16

Senior			
First Term	Hours	Second Term	Hours
FN 310	3	BUS 450	3
DB 430	3	DB 495	3
MK 330	3	DB 435	3
DB 410	3	Elective	3
General Electives	3		
	15		12

Total credit hours: 120

¹ Select one from: HY 101, HY 102, HY 104, HY 105, HY 120 or HY 121

² May be taken concurrently.

³ Junior Standing (60 semester hours of credit).

⁴ Select one from: MK 416, MG 415, EC 407, FN 412, AC 440, IB 320, IB 439, IB 495.

Proposed Program of Study for a major in Industrial Distribution with a Concentration in Medical Equipment and Supplies Distribution

Freshman			
First Term	Hours	Second Term	Hours
EH 101	3	EH 102	3
MA 105	3	BUS 110	3
BUS 101	3	Core Curriculum Area II: Approved Fine Arts Course	3
Core Curriculum Area IV: History ¹	3	Core Curriculum Area III: Natural Science	4
CMST 101	3	Core Curriculum Area IV: Social and Behavioral Science	3
	15		16

Sophomore			
First Term	Hours	Second Term	Hours
QM 214	3	QM 215	3
AC 200	3	AC 201	3
EC 210	3	EC 211	3
Core Curriculum Area II: Literature	3	LS 246	3
Core Curriculum Area III: Natural Science (with laboratory)	4	Core Curriculum Area II	3
	16		15

Junior			
First Term	Hours	Second Term	Hours
BUS 350	3	International Business ⁴	3
MK 303 ²	3	Concentration Option	3
DB 320 ²	3	Concentration Option	3
MG 302 ³	3	General Elective	3
IS 303	3	MK 330	3
DB 305	1		
	16		15

Senior			
First Term	Hours	Second Term	Hours
FN 310		3 DB 435	3
DB 430		3 BUS 450	3
DB 400		3 Elective	3
Concentration Option		3 Elective	3
DB 495		3	
			12
15			

Total credit hours: 120

- ¹ Select one from: HY 101, HY 102, HY 104, HY 105, HY 120 or HY 121.
- ² May be taken concurrently
- ³ Junior Standing (60 semester hours of credit)
- ⁴ Select one from: MK 416, MG 415, EC 407, FN 412, AC 440, IB 320, IB 439, IB 495

Proposed Program of Study for a Major in Economics with a Concentration in Analysis and Policy

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
MA 105		3 EC 210	3
BUS 101		3 BUS 110	3
Core Curriculum Area II: Fine Arts ¹		3 Core Curriculum Area III: Natural Science (with laboratory)	4
Core Curriculum Area IV: Social and Behavioral Science		3 Core Curriculum Area II: Social and Behavioral Science	3
			16
15			

Sophomore			
First Term	Hours	Second Term	Hours
QM 214		3 LS 246	3
AC 200		3 QM 215	3
Core Curriculum Area II: Literature		3 AC 201	3
Core Curriculum Area III: Natural Science (with laboratory)		4 EC 211	3
Core Curriculum Area IV: History ²		3 CMST 101	3
			15
16			

Junior			
First Term	Hours	Second Term	Hours
BUS 350		3 DB 320 or MG 403	3
MK 303		3 EC 409	3
MG 302		3 EC 305 (offered spring only)	3
FN 310		3 EC Major Electives ³	6
BUS 305		1	
EC 304 (offered fall only)		3	
			15
16			

Senior			
First Term	Hours	Second Term	Hours
EC 407		3 BUS 450	3
IS 303		3 EC Major Elective	3
Economics Major Electives ³		6 General Electives	6

Experiential Requirement	3	
		12
15		

Total credit hours: 120

- ¹ Select one from: ARH 101, MU 120, THR 100
- ² Select one from: HY 101, HY 102, HY 120 or HY 121
- ³ Select six (6) 300-level or higher Economics (EC) courses (Maximum of two (2) 400-level QM courses).

Proposed Program of Study for a Major in Economics with a Concentration in Philosophy, Politics, and Economics

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
MA 105		3 EC 210	3
BUS 101		3 BUS 110	3
Core Curriculum Area II: Fine Arts ¹		3 PHL 120	3
Core Curriculum Area IV: Social and Behavioral Science		3 Core Curriculum Area III: Natural Science (with laboratory)	4
			16
15			

Sophomore			
First Term	Hours	Second Term	Hours
QM 214		3 LS 246	3
AC 200		3 QM 215	3
Core Curriculum Area III: Natural Science (with laboratory)		4 AC 201	3
Core Curriculum Area IV: History ²		3 EC 211	3
Core Curriculum Area II: Literature		3 CMST 101	3
			15
16			

Junior			
First Term	Hours	Second Term	Hours
BUS 350		3 EC 330	3
EC 320		3 EC 305 (offered spring only)	3
MG 302 ³		3 DB 320	3
FN 310		3 EC 302	3
BUS 305		1 PHL 230	3
EC 304 (offered fall only)		3	
			15
16			

Senior			
First Term	Hours	Second Term	Hours
MK 303		3 BUS 450	3
EC 407		3 EC 450	3
IS 303		3 Economics Major Elective	3
Economics Major Elective		3 Economics Major Elective	3
Experiential Requirement		3 or FN 412 ³	
			12
15			

Total credit hours: 120

- ¹ Select one of the following: ARH 101, MU 120, THR 100
- ² Choose from HY 101, HY 102, HY 104, HY 105, HY 120, or HY 121

³ Select three (3) 300-level or higher Economics (EC) courses (maximum of two (2) 400-level QM courses).

Proposed Program of Study for a Major in Economics with a concentration in Mathematical Economics (and minor in Math)

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
MA 125		4 MA 126	4
BUS 101		3 EC 210	3
Core Curriculum Area II: Fine Arts		3 Core Curriculum Area III: Natural Science (with lab)	4
Core Curriculum Area IV: Social and Behavioral Sciences		3	
		16	14
Sophomore			
First Term	Hours	Second Term	Hours
MA 227		4 MA 485	3
AC 200		3 LS 246	3
Core Curriculum Area III: Natural Science (with lab)		4 AC 201	3
EC 211		3 CMST 101	3
Core Curriculum Area IV: History		3 Core Curriculum Area II: Literature	3
		17	15
Junior			
First Term	Hours	Second Term	Hours
MA 486		3 MA 260 or 434	3
Core Curriculum Area II		3 EC 305	3
EC 304		3 BUS 350	3
MG 302		3 EC 407	3
EC 300/400 class or FN 412		3 DB 320 or MG 403	3
BUS 305		1	
		16	15
Senior			
First Term	Hours	Second Term	Hours
EC 409		3 BUS 450	3
MK 303		3 IS 303	3
FN 310		3 EC 300/400 or MA 361, 492, 444, or 252	3
EC 300/400 or FN 412		3 EC 300/400 or MA 361, 492, 444, or 252	3
EC 300/400 or MA 361, 492, 444, or 252		3	
		15	12
Total credit hours: 120			

DB - Distribution Courses

DB 305. Entering the Profession. 1 Hour.

This course will prepare students to enter the industrial distribution profession. Professional development topics include: resume building, soft-skills and interview preparation, internships, expectations for entry-level positions and career paths, as well as expectations and ethical demands of the profession.

DB 320. Distribution Management. 3 Hours.

Introduction to basic problems, concepts and management practices of distribution firms and manufacturing relationships. History of types of distributor organizations, functions and role of industrial distribution in the economy.

Prerequisites: MK 303 [Min Grade: C](Can be taken Concurrently)

DB 400. Analytics in Distribution. 3 Hours.

This course provides tools and approaches to measure the effectiveness of distributor strategies and tactics and support data-driven decision-making. A central theme of the course is "what to measure" and "how to measure" with regard to customer-facing, supplier-facing, and internal activities. The course also focuses on constructing and interpreting performance "dashboards" that highlight the performance indicators most relevant to a distributor.

Prerequisites: DB 320 [Min Grade: C] and QM 215 [Min Grade: C]

DB 410. Creative Solutions in Distribution. 3 Hours.

This course focuses on enhancing students' abilities to use design approaches and tools for identifying and implementing innovation and growth opportunities in the channel of distribution for business-to-business firms.

Prerequisites: DB 320 [Min Grade: C]

DB 430. Distribution Operations. 3 Hours.

The course emphasizes distribution operations decision making. There are heavy emphases on profitability analysis, margin management, pricing and price negotiations, and managing inventory investments.

Prerequisites: DB 320 [Min Grade: C] and AC 200 [Min Grade: C] and AC 201 [Min Grade: C] and EC 210 [Min Grade: C] and EC 211 [Min Grade: C] and QM 214 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C] and (BUS 101 [Min Grade: C] or BUS 102 [Min Grade: C]) and BUS 110 [Min Grade: C]

DB 435. Distribution Policies and Quality Issues. 3 Hours.

The course examines issues involved in customer relationship strategy and management in industrial and medical business markets. Topics include channel strategy and management, B2B e-commerce strategy and applications, strategic account management processes and systems, customer profitability and lifetime value, multi-channel selling models, negotiations and other operational strategies and technologies used by distributors and manufacturers.

Prerequisites: DB 320 [Min Grade: C]

DB 440. Medical Device Selling. 3 Hours.

The course emphasizes the sales process in interpersonal sales for medical devices. In doing so, the course focuses on the dynamics of the U.S. healthcare market, buyer decision processes in the U.S. healthcare market, and the success characteristics and sales processes of high performing health care sales professionals.

DB 495. Distribution Directed Studies Practicum. 3 Hours.

Issues in managing distributors, both as suppliers for and customers of manufacturers and other businesses. Students work with host distributor/manufacturer on current and future distribution problem areas. Students develop an in-depth research analysis of the host distributor/manufacturer.

EC-Economics Courses

EC 110. Economics and Society. 3 Hours.

Economic principles and development of economic analysis. Combines key elements of EC 210 and EC 211. Primarily intended for majors in School of Education seeking to meet certification requirements; also open to students outside School of Business who wish to survey economics in one course. Not open to entering freshmen; not open to majors in School of Business or economics majors in the College of Arts and Sciences.

EC 210. Principles of Microeconomics. 3 Hours.

This course is an introduction to microeconomic analysis. Students will learn why markets often function well without any centralized control and reasons why they sometimes do not, and why basic microeconomic models often are able to explain, predict and improve the world around us. The emphasis is on how the intuitive notions of optimization and equilibrium provide a unifying framework for understanding human behavior, as well as simple ways in which economists use real-world data to answer specific questions. This course meets Blazer Core Curriculum Humans and their Societies.

EC 211. Principles of Macroeconomics. 3 Hours.

This course is an introduction to macroeconomic analysis, which pertains to the overall economy. We study economy-wide phenomena such as the growth rate of national economic output, rates of inflation and unemployment, and learn how macroeconomists design government policies that improve aggregate economic performance. This course meets the Blazer Core Curriculum Humans and their Societies.

EC 220. Economic Impacts, Equity and History of Birmingham. 3 Hours.

Ever wondered what makes the "Magic City" so magical? Where did Birmingham come from and where is it going? This course examines the unique economic history of Birmingham, the economic and social impacts of the ongoing effort for racial equity, and studies, initiatives and policies aimed for growth, as well as the challenges inherent in managing sustainable growth. This course meets Blazer Core Curriculum City as a Classroom with a flag in Undergraduate Research.

EC 300. Economic History of the U.S.. 3 Hours.

This course spans the economic history of the U.S. from colonial times to present. Topics covered include the U.S. Constitution, national economy, wars, ethnicity, race, gender, distribution of wealth and power, social conflict and reform, entrepreneurs, workers, workplace, popular culture, and foreign affairs.

EC 301. Money and Banking. 3 Hours.

Money supply, banking system, and other financial institutions; how money affects aggregate economic activity.

Prerequisites: EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

EC 302. Law and Economics. 3 Hours.

This is an introduction to Law and Economics, that is, the application of economic analysis to legal questions. The course offers a survey of core issues (including property, contracts, and torts), an exposition of alternative approaches to those issues, and a discussion of important implications for economics, law, political science, philosophy, public administration, and sociology. The instructor encourages students to concurrently sign up for the course Cooperation and Competition (EC 330).

Prerequisites: EC 210 [Min Grade: C]

EC 303. Labor Economics. 3 Hours.

Economic analysis in dealing with major aspects of such problems as employment, wages, hours, unionism, labor-management relations, and social security. Influence of psychological and institutional factors.

Prerequisites: EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

EC 304. Intermediate Microeconomics. 3 Hours.

Advanced economic principles underlying value and production with additional training in application of these principles to problems of analysis.

Prerequisites: EC 210 [Min Grade: C]

EC 305. Intermediate Macroeconomics. 3 Hours.

Forces determining income and employment in economic systems, with special reference to the United States and other Industrialized Countries. Causes of unemployment and inflation. Role of government in maintaining stable prices and sustained growth.

Prerequisites: EC 211 [Min Grade: C]

EC 306. Health Care Economics. 3 Hours.

This course seeks to apply economic analysis to issues in health care. Students will review the basic tools of economic analysis and discuss the evolving trends and institutional features in the health care industry. Students will then use an economic way of thinking to address contemporary health care issues from an economic perspective. This will include consideration of the supply and demand for health care, hospitals, insurance and managed care, health labor markets, chronic disease, prescription drugs, and government policy.

Prerequisites: EC 210 [Min Grade: C]

EC 308. Economics of Environment. 3 Hours.

Use of economic analysis to examine interaction between economic institutions and physical environment. Specific topics: social costs and benefits of economic growth, interactions between private business and public welfare, and socioeconomic systems and goals.

Prerequisites: EC 210 [Min Grade: C]

EC 310. Managerial Economics. 3 Hours.

Economic theory and its application to managerial decision making process. Demand analysis, estimation, cost analysis, market analysis, pricing strategy.

Prerequisites: (EC 211 [Min Grade: C] and EC 210 [Min Grade: C] and GPAO 2.00)

EC 314. Natural Resource Economics. 3 Hours.

Natural resource economics applies the tools of economics to the problems facing the environment. This ranges from non-renewable resource extraction and pollution control, to non-market valuation and sustainable development. The focus is to encourage students, regardless of major, to apply foundational economic tools (taught and/or refreshed in the first few weeks) to an area where normative assessments are typically applied.

EC 320. Behavioral Economics. 3 Hours.

Incorporation of psychology into models of economic behavior. These models are applied to a variety of fields including industrial organization, marketing, and negotiation.

Prerequisites: (EC 210 [Min Grade: C])

EC 330. Game Theory. 3 Hours.

This course studies strategic interaction between economic agents. Topics include finding Nash equilibria in sequential- and simultaneous-move games, game-changing strategic moves & their credibility, manipulating information, cooperation & coordination, auctions, bargaining, voting and incentives. The emphasis is on developing strategic intuition and understanding how and why results in experimental and real-world play often differ from those predicted by the underlying theory.

Prerequisites: (EC 210 [Min Grade: C])

EC 401. Mathematical Approach in Economics and Business. 3 Hours.

Mathematical approach in economics and business.

Prerequisites: (EC 304 [Min Grade: C] or EC 310 [Min Grade: C])

EC 402. Law and Economics. 3 Hours.

Let's say that you own a home on a nice half-acre lot. What does that ownership mean? Can you do anything you wish with your property? Can you add on 5 additional levels to your home, making it a 7-story monolith? Can you start a chicken farm on your land? If you can't, then is it really your property? Law and economics explains property rights and the appropriate rules for competing uses of property. What if you slip on a grape in the fruit section at the local grocery store and break your hip? Is the store responsible for your medical expenses or are you? Should the justice system require that the store make sure that nobody ever slips on a stray grape? How much responsibility does the shopper have to take the proper amount of care in walking through a produce section? Law and economics helps to analyze the effects of different rules regarding accidents and liability. What is the best way to punish a murderer? Is the same punishment appropriate for someone who has engaged in securities fraud? If not, what is the best way to punish the fraudulent broker? Is punishment supposed to be a deterrent or is it meant to be retribution? Does your answer to the previous question lead you to different punishment conclusions? Law and economics helps determine what are efficient and effective punishment rules.

EC 403. Monetary Economics. 3 Hours.

Current theories of monetary policy and management, historical development of theory and practice, contemporary policies employed by monetary authorities, institutions concerned, evaluation of policies and reform, and interrelations between monetary factors and economic processes.

Prerequisites: (EC 304 [Min Grade: C] and EC 301 [Min Grade: C] or EC 305 [Min Grade: C])

EC 404. Topics in Public Policy. 3 Hours.

Topics in Public Policy.

Prerequisites: (EC 304 [Min Grade: C])

EC 405. Economic Development and Growth. 3 Hours.

Problems of economic development; growth of less developed economies compared with those of advanced economies. Theories of economic development. Policy measures to promote development of growth, with emphasis on measures to accelerate development of countries.

Prerequisites: (EC 304 [Min Grade: C])

EC 407. International Economics. 3 Hours.

Analysis of theoretical principles underlying international trade and investment, and international monetary relations. Study includes the effects on domestic and foreign economies of commercial, monetary and fiscal policies. (Also IB 407).

Prerequisites: (EC 210 [Min Grade: C] and EC 211 [Min Grade: C])

EC 408. Topics in the History of Economic Theory. 3 Hours.

The development of economic thought from antiquity to the end of the twentieth century, with emphasis on the synthesis of evolving ideas constituting current economic theory.

Prerequisites: (EC 211 [Min Grade: C] and EC 210 [Min Grade: C])

EC 409. Econometrics. 3 Hours.

This course is an introduction to micro-econometric empirical methods. Students will learn how to specify and estimate regression equations, various econometric models and the appropriate situations for using them, the implications of estimated parameters, and the conditions under which causal effects are identified. The focus is on application, i.e. conceptualization, interpretation and hands-on data analysis.

Prerequisites: EC 210 [Min Grade: C] and QM 214 [Min Grade: C]

EC 411. Public Finance. 3 Hours.

Principles of taxation, government expenditures, borrowing, and fiscal administration.

Prerequisites: (EC 304 [Min Grade: C])

EC 413. Urban Economics. 3 Hours.

Economic issues and structure of metropolitan areas. Economic growth and decay of urban regions. Specific topics: housing, education, employment, political economy, and public safety.

Prerequisites: EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

EC 414. Industrial Organization. 3 Hours.

Structure and performance of monopolistic and oligopolistic industries, emphasizing efficiency, pricing policies, and investment decisions. Extent and nature of concentration in economy as whole.

Prerequisites: (EC 304 [Min Grade: C])

EC 415. Sports Economics. 3 Hours.

The study of the economics of sports allows the student to see how various tools and theories can actually be applied to solving problems the student may see presented frequently in the mainstream news. By studying the economics of sports it is hoped that the student can approach economics in the context of a subject the student already finds interesting. Furthermore, In the end this class is not only designed to be interesting, but also a rigorous introduction to the application of economic theory.

Prerequisites: EC 210 [Min Grade: C]

EC 420. Applied Forecasting. 3 Hours.

Practical use of various forecasting techniques on business and economic data. Topics include dynamic regression models, exponential smoothing, forecast criteria, moving averages, seasonality, and univariate Box Jenkins ARIMA modeling.

Prerequisites: (EC 210 [Min Grade: C])

EC 425. Applied Regression Analysis. 3 Hours.

Simple, multilinear, and polynomial regression analysis. Model selection, inferential procedures, and application with computer.

Prerequisites: (QM 215 [Min Grade: C])

EC 440. Economics for Educators. 3 Hours.

Students will gain an understanding of both basic economic principles and entrepreneurship and learn innovative methods of transferring economic knowledge to elementary and secondary students. Students will also become well-versed in the National and Alabama State standards of learning. Only open to education majors and certified teachers in K-12. This class is not open to economics or business majors.

EC 450. Economics, Institutions & Law. 3 Hours.

The course will study the microeconomic and macroeconomic consequences of different institutional environments and arrangements of designed incentives. This will include political, regulatory and legal structures and rules, both as pertain to actual institutions at the macro level (e.g., the Federal Reserve, the IMF, the World Bank) and regulated structures at the micro level (households and firms). The presumed conceptual frameworks will be based on intermediate microeconomics and introductory macroeconomics. Normative justification of institutional designs will be addressed. EC 320 is a recommended prerequisite.

Prerequisites: (EC 211 [Min Grade: C] and EC 304 [Min Grade: C])

EC 460. Economics Internship. 1-3 Hour.

The economics internship program offers qualified students the opportunity to gain first-hand experience in local organizations for a term while receiving academic credit. Participating organizations are expecting to receive high-quality work from the students they sponsor. The active participation by students in actual business decisions of the sponsoring organization is the primary interest of the internship.

Prerequisites: EC 304 [Min Grade: C] and EC 305 [Min Grade: C] and EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

EC 490. Advanced Topics in Economics. 3 Hours.

Selected topics in economics.

EC 499. Directed Readings in Economics. 1-3 Hour.

Investigation of specific areas in economics.

LS-Legal Studies Courses**LS 246. Legal Environment of Business. 3 Hours.**

This course is required for all students in the Collat School of Business. Students acquire a general knowledge of the legal environment of business.

LS 457. Business Law for Accountants. 3 Hours.

Legal forms of business organization, including partnerships and corporations. Commercial paper, especially negotiable instruments; sales under Uniform Commercial Code; other CPA examination material. Junior standing required.

Prerequisites: (LS 246 [Min Grade: C])

LS 471. Legal Elements of Fraud Investigation. 3 Hours.

Key legal principles and courtroom procedures relevant to forensic accounting, and survey of related topics--criminology theories, evidence management, and litigation services.

Prerequisites: (LS 246 [Min Grade: C])

MK-Marketing Courses**MK 101. Introduction to Consumer Marketing. 3 Hours.**

Survey course designed to provide understanding of business marketing practices and consumer decision making processes. Open to all UAB students.

MK 303. Basic Marketing. 3 Hours.

Survey course of the modern business process for planning, distributing, promoting and pricing of products (goods and services) for domestic and international organizations.

Prerequisites: GPAO 2

MK 310. Consumer Behavior. 3 Hours.

This course focuses on models and concepts that help managers understand and act upon consumer behavior. The course is designed to enhance student understanding of consumer behavior, and provide opportunities for students to apply this knowledge. The course is presented from the perspective of a marketing manager.

Prerequisites: MK 303 [Min Grade: C]

MK 312. Retail Marketing. 3 Hours.

Business to consumer marketing with consideration for location, organization, buying, receiving stock inventory and control, policies, pricing, services, control and personnel management within retail establishments.

Prerequisites: (MK 303 [Min Grade: C])

MK 330. Professional Selling. 3 Hours.

The course focuses on the fundamentals of professional selling and the professionalization of the field. The course combines personal selling theory with actual practice. Students develop the analytical and communicative skills useful in their future business relationship-building activities. Analytical skills are developed through an assignment that requires students to research, design, and present their own comprehensive sales scenario. Students practice their communicative skills through in-class role playing.

MK 333. Sports Marketing. 3 Hours.

Strategic analysis, positioning and marketing of professional and amateur sports events and organizations. The goal is to provide students with a comprehensive view of all that is required to successfully market a sporting organization or event. Junior standing required.

MK 401. Social Media in Marketing. 3 Hours.

Survey course of the unique aspects of marketing through social media. The focus is on the application of new and emerging social media communications systems and practices that are becoming major elements in integrated marketing communication programs.

Prerequisites: MK 303 [Min Grade: C]

MK 405. Marketing Analytics. 3 Hours.

This course focuses on the analysis and use of data to make better strategic and tactical marketing decisions.

Prerequisites: MK 303 [Min Grade: C] and QM 215 [Min Grade: C]

MK 408. Marketing Research. 3 Hours.

Research techniques in marketing with application of research findings to decision making and formulation of marketing strategies.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C])

MK 410. Integrated Marketing Communication. 3 Hours.

Considers the organizations coordinated and strategic use of communication tools used in marketing including advertising, sales promotion, direct marketing, interactive media, publicity/public relations, sponsorship marketing, point-of-purchase communications and personal selling.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C] and CS 101 [Min Grade: C])

MK 416. International Marketing. 3 Hours.

International marketing activities, including environmental issues, marketing strategy and tactical considerations in entering foreign markets.

Prerequisites: MK 303 [Min Grade: C] or BUS 311 [Min Grade: C]

MK 418. Digital Marketing. 3 Hours.

Overview of various digital marketing strategies, tools, and metrics used to deliver value to businesses and consumers.

Prerequisites: MK 303 [Min Grade: C]

MK 419. Services Marketing. 3 Hours.

Understanding service customers, customer satisfaction, motivating service employees, improving service quality and role of services in strategy planning.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C] and CS 101 [Min Grade: C])

MK 420. Sales Management. 3 Hours.

The course focuses on the fundamentals of professional selling and the professionalization of the field. The course combines personal selling theory with actual practice. Students develop the analytical and communicative skills useful in their future business relationship-building activities. Analytical skills are developed through an assignment that requires students to research, design, and present their own comprehensive sales scenario. Students practice their communicative skills through in-class role playing.

Prerequisites: MK 330 [Min Grade: C](Can be taken Concurrently)

MK 423. Emerging Trends in Professional Selling. 3 Hours.

Emerging Trends in Professional Selling is a module-based course that focuses on advanced selling topics in the business-to-business context that are both relevant and timely. The course will introduce students to these topics while focusing on the skills necessary for success as it relates to each topic. Topics may include, but are not limited to, inside selling, virtual selling, social selling, team-based selling, strategic account management, customer relationship management (CRM) software utilization, and sales negotiations. Topics focused upon will be reviewed on an annual basis to ensure relevance in relation to industry, and corresponding student, needs.

Prerequisites: MK 330 [Min Grade: C]

MK 425. Advanced Professional Selling. 3 Hours.

This course builds upon the basic selling skills learned in MK 330 and other communications courses. The students will focus on enhancing value-adding selling skills and developing long-term, mutually-beneficial customer relationships in a B2B context.

Prerequisites: MK 330 [Min Grade: C]

MK 436. Digital Marketing Analytics. 3 Hours.

Exploration of measuring and analyzing digital marketing strategies. Students will acquire industry certification in addition to creating an online marketing strategy with an emphasis on campaign optimization.

Prerequisites: MK 303 [Min Grade: C]

MK 440. Small Business Consulting and Research. 3 Hours.

Applied field work integrating functional business fields of management, finance, accounting, marketing, economics, production policy, and decision making related to small business enterprises.

Prerequisites: FN 310 [Min Grade: C] and MG 302 [Min Grade: C] and MK 303 [Min Grade: C]

MK 445. Marketing Internship. 1-3 Hour.

Offers qualified undergraduate students the chance to gain first-hand experience in a local business while receiving academic credit. Marketing major and junior standing required. Sponsoring business may require additional courses.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C])

MK 449. Integrated Marketing Communications Practicum. 3 Hours.

Students will use their marketing knowledge to create social media marketing plans for local organizations, primarily focusing on the tactical aspects of integrated marketing communications. This practicum is a requirement for those seeking to obtain an undergraduate social media marketing certificate.

Prerequisites: MK 303 [Min Grade: C]

MK 450. Strategic Marketing. 3 Hours.

Course addresses problems of marketing management with emphasis on planning, implementing and controlling marketing activities with individual firms.

Prerequisites: (BUS 350 [Min Grade: C] and FN 310 [Min Grade: C] and MK 312 [Min Grade: C] and MK 320 [Min Grade: C] and MK 408 [Min Grade: C] and MK 410 [Min Grade: C])

MK 471. Health Care Marketing. 3 Hours.

This class is designed for upper level students with an interest in and/or who seek employment in the healthcare industry. It is also appropriate for seniors in Medical Equipment Sales and Distribution. The primary objective of this course is to provide students with a comprehensive overview of the marketing fundamentals in the health care environment. The course examines health care organizations as customers in a Business to Business environment as well as the special challenges in implementing marketing strategies.

MK 490. Special Topics in Marketing. 3 Hours.

Selected marketing topics not covered in other marketing courses.

Prerequisites: (MK 303 [Min Grade: C])

MK 499. Directed Readings in Marketing. 1-3 Hour.

Specific areas in marketing.