MICR 4300* Soil Microbiology Laboratory 1(3)
Examines microbes residing in the soil and their effects on the soil substratum and resident plant communities. Topics include biogeochemistry, microbial isolation, microcosm development, and characterization of soil microbial communities. Preq or concurrent enrollment: MICR 4100.

MICR 4310 Microbial Diversity and Ecology Laboratory 1(3)
Provides a laboratory experience to complement topics covered in the Microbial Diversity and Ecology lecture. These topics are important at practical levels to better understand the diversity of microbes in various ecosystems. The laboratory is used to learn sampling techniques, preparation of microbial media, basic identification techniques, and modern molecular protocols for microbe identification, such as PCR and rDNA gene sequencing. Preq or concurrent enrollment: MICR 4010.

MICR 4500 Advanced Microbiology Laboratory I 2(1)
Application of knowledge and techniques learned in the Introductory Microbiology Lab with new topics on microbial ecology, diversity and physiology. Experiments in soil, marine and environmental microbiology will be conducted. Preq: MICR 4010. Coreq: MICR 4500.

MICR 4501 Advanced Microbiology Laboratory I Laboratory 0(3)
Non-credit laboratory to accompany MICR 4500. Coreq: MICR 4500.

MICR 4510 Advanced Microbiology Laboratory II 2(1)
Application of knowledge and techniques learned in the Advanced Microbiology Lab I with new topics in microbial cell biology and microbial genetics. Preq: MICR 4120 and MICR 4500. Coreq: MICR 4511.

MICR 4511 Advanced Microbiology Laboratory II Laboratory 0(3)
Non-credit laboratory to accompany MICR 4510. Coreq: MICR 4510.

MICR 4520 Advanced Microbiology Laboratory III 2(1)
Application of knowledge and techniques learned in the Advanced Microbiology Labs I and II with new topics on pathogenic bacteriology, parasitology, virology and immunology. Preq: MICR 4510. Coreq: MICR 4521.

MICR 4521 Advanced Microbiology Laboratory III Laboratory 0(3)
Non-credit laboratory to accompany MICR 4520. Coreq: MICR 4520.

MICR (BIOL) 4560* Medical and Veterinary Parasitology Laboratory 0(2)
Non-credit laboratory to accompany MICR 4570. Coreq: MICR 4570.

MICR 4910 Undergraduate Research in Microbiology 1-4(3-12)
Individually mentored research projects in various areas of microbiology that introduce undergraduate students to the planning and execution of research experimentation and the presentation of research findings. May be repeated for a maximum of eight credits with consent of instructor. Honors students must take at least six hours under a single research advisor over two semesters. Honors thesis is required. Includes Honors sections. Preq: Consent of instructor.

MICR 4920 Internship in Microbiology 04(3-12)
Preplanned internship at an advisor-approved facility to give students learning opportunities beyond their classroom experiences. Students submit a Student Internship Contract and a two-page study plan before the internship and a comprehensive report within one week of the end of the internship. May be repeated for a maximum of six credits. To be taken Pass/No Pass only. Preq: Consent of instructor.

MICR 4930 Senior Seminar 2(2)
Capstone course engaging students in analysis and discussion of publications from the technical and non-technical literature in biological sciences and from current topics of biology appearing in other media. Emphasis is placed on ethical issues that arise as a result of biological research. Preq: Senior standing and COMM 1500 or COMM 2500 or ENGL 3150.

MICR (BIOL) 4940 Selected Topics in Creative Inquiry II 3(3)
Disciplinary and multidisciplinary group research projects with the goal of developing the students’ ability to discover, analyze, and evaluate data. May be repeated for a maximum of six credits. Honors students must take at least six credits over a two-semester period with the same research advisor and write an honors thesis. These credits may include BIOL 3940, BIOL 4940 or both. Includes Honors sections. May also be offered as BIOL 4940. Preq: Consent of instructor. Coreq: MICR 4941.

MICR (BIOL) 4941 Selected Topics in Creative Inquiry Laboratory 03(1-6)
Non-credit laboratory to accompany MICR 4940. May also be offered as BIOL 4941. Coreq: MICR 4940.

MICR 4950 Service Learning in Biology 24(1)
Combines service and academic learning while helping precollege or college students learn about the fundamental aspects of science. Provides lecture and laboratory experiences as students learn to prepare and participate in supervised laboratory teaching for precollege or college students. May be repeated for a maximum of six credits. Preq: Consent of instructor. Coreq: MICR 4951.

MICR 4951 Service Learning in Biology Laboratory 0(3)
Non-credit laboratory to accompany MICR 4950. Coreq: MICR 4950.

MARKETING


MKT 2980 Creative Inquiry-Marketing 14(1-4)
In consultation with and under the direction of a faculty member, students pursue scholarly activities individually or in teams. These creative inquiry projects may be interdisciplinary. Arrangements with mentors must be established prior to registration. May be repeated for a maximum of six credits. Preq: Consent of faculty member/mentor.

MKT 3010 Principles of Marketing 3(3)
Principles and concepts involved in planning, pricing, promoting, and distributing goods and services. Includes Honors sections. Preq: ECOn 2000 or ECOn 2110 or ECOn 2210 or any 2000-level AGRB course; and sophomore standing.

MKT 3020 Consumer Behavior 3(3)
Examination of selected individual and group behavioral science concepts and their application to the understanding of consumer decision making. Preq: MKT 3010.

MKT (ELE) 3140 New Venture Creation I 3(3)
First in a two-part series that continues with MKT (ELE) 3150 assessing entrepreneurial opportunities. Focuses on creativity, idea generation, market opportunity analysis, strategy, and methods of entry. Opportunity analysis may be developed into a full new venture plan in ELE 3150 or MKT 3150. May also be offered as ELE 3140. Preq: Junior standing.

MKT 3210 Sports Marketing 3(3)
Exploration of the essentials of effective sports marketing. Topics include application of marketing principles in the sports area, licensing issues, sponsorships and endorsements, stadium and arena marketing, broadcasting and media considerations, public policy and sports, and unique marketing challenges for sport specific products (football, basketball, baseball, motorsports, etc.) Preq: MKT 3010.

MKT 3310 Marketing Metrics and Analytics 3(3)
Examines the derivation, meaning, use and communication of marketing metrics used to facilitate decision making in various areas, including, but not limited to, online and social media strategy, advertising, pricing, branding and product development. Students are also introduced to database management, including the use of Microsoft Excel. Preq: MKT 3010 and STAT 3090.

MKT 3900 Junior Honors Research 1(1)
Students select and complete a research project approved by a faculty advisor, in conjunction with an approved thecredit marketing course (other than MKT 3010 or 4310). Students are expected to display a command of marketing theory and an ability to apply theory to their research. Preq: MKT 3010 and membership in Calhoun Honors College and consent of faculty member supervising research.
MKT 3980 Creative Inquiry–Marketing 1-4(1-4) In consultation with and under the direction of a faculty member, students pursue scholarly activities individually or in teams. These creative inquiry projects may be interdisciplinary. Arrangements with mentors must be established prior to registration. May be repeated for a maximum of six credits. Preq: Consent of faculty member/mentor.

MKT 3990 Marketing Internship 3(3) Preplanned, preapproved, faculty-supervised marketing internships. Credit is only given for internships of at least ten full-time, consecutive weeks with the same internship provider. To be taken Pass/No Pass only. May be taken only once. Preq: MKT 3010 and consent of instructor.

MKT 4200 Professional Selling 3(3) Current theories about the selling of goods and services to organizational buyers in the context of longterm relationships. Role playing, video-taped presentations, and other techniques are generally employed to enhance interpersonal communication skills. Preq: Junior standing and MKT 3010.

MKT 4230* Promotional Strategy 3(3) Emphasizes promotion as the communication function of marketing. Attention is given to communication theory and promotion’s relation to mass and interpersonal communication. Factors affecting promotional decision-making processes are explored, and promotion as a competitive tool is examined. Preq: MKT 3010.

MKT 4240 Sales Management 3(3) Comprehensive examination of the planning, implementation, and control of professional sales organizations. Preq: MKT 3010 and MKT 4200.

MKT 4250 Retail Management 3(3) Retailing is studied from a decision-making approach. Topics include target market analysis, location analysis, merchandising, human resources, pricing and promotion. Preq: MKT 3010.

MKT 4260 Business-to-Business Marketing 3(3) Study and analysis of the unique aspects of marketing goods and services to organizational buyers rather than household consumers. Emphasis is on developing strategic responses to market opportunities given competitive behavior. Preq: MKT 3010.

MKT 4270* International Marketing 3(3) Study of marketing from the international point of view. Emphasis is on the necessary modification of marketing thinking and practice for foreign markets due to individual environmental differences. Preq: MKT 3010.

MKT 4280* Services Marketing 3(3) Exploration and study of the nature of service organizations and the principles that guide the marketing of their products. Emphasis is on a marketing mix that is fundamentally different than that found in traditional goods marketing. Preq: MKT 3010.

MKT 4290 Public and Nonprofit Marketing 3(3) Examines the role and application of marketing in public and nonprofit settings. Focuses on a conceptual understanding of the marketing discipline and marketing processes and shows how basic concepts and principles of marketing are applicable to public and nonprofit organizations. Preq: MKT 3010.

MKT 4300* Marketing Product Management 3(3) Management of the firm’s product or service offerings. Topics include new product screening, evaluation, and development; product line and mix analysis, abandonment decisions, brand manager’s role, new product development department, and others. Emphasis is on decision making. Preq: MKT 3010.

MKT 4310 Marketing Research 3(3) Research used in marketing decision making. Emphasizes methods and techniques used in planning, collecting, processing, and utilizing information. Topics include research design, sources of information, questionnaire design, sampling, data collection, and data analysis. Preq: Marketing major and MKT 3010 and STAT 3090. Preq or concurrent enrollment: MKT 3310.

MKT 4330 Sport Marketing Strategy 3(3) Provides students with basic knowledge about brand management as it applies to sport. Addresses basic principles and guiding precepts of how sport-based organizations build strong brands. Preq: MKT 3210.

MKT 4340 Sport Promotion 3(3) Emphasizes the promotional function of sport. Topics include event sponsorship, developing media relationships, endorsements, promotion objective setting and budgeting, media planning and scheduling, and utilizing the tools of promotion within a sport context. Integrated Marketing Communication provides the theoretical and managerial framework for how these factors are utilized optimally. Preq: MKT 3210.

MKT 4430 Advertising Strategy 3(3) Advertising strategy emphasizing knowledge of target audience, along with the messages to communicate effectively with them. Foundations include knowledge, motivating, and changing behavior of target audience. Issues include models for decisions, tools for promotion, and integrated advertising plans. Preq: MKT 3010.

MKT 4450 Macromarketing 3(3) Examines the relationship between marketing and society, focusing on the social impact of marketing practices. Topics include technology, ethics, materialism, globalization, environmental sustainability, and the political and economic philosophy underlying marketing. Course is multidisciplinary and uses a variety of readings to cover each topic area. Preq: MKT 3010 and junior standing.

MKT 4500 Strategic Marketing Management 3(3) Application of marketing constructs in analyzing and solving marketing problems. Emphasizes information systems, data analysis, and critical-thinking skills in solving marketing problems in a wide range of managerial decision areas, including, but not limited to, new product development, pricing, advertising, personal selling, channels, and international marketing. Preq: Marketing major and MKT 3010 and six credits of 4000-level marketing courses.

MKT 4900 Senior Honors Thesis Research 3(3) Students, in consultation with a Marketing faculty member, choose a topic for the honors thesis and produce a research proposal that involves an imaginative approach to the subject, a sufficient literature review, a comprehensive introduction to the research topic, and a detailed research plan. Preq: MKT 3900.

MKT 4910 Senior Honors Thesis Writing and Presentation 3(3) Students implement their research plans, write up their reports, and present and defend their Senior Honors Theses to an audience of Marketing faculty, Honors students, and invited others. Preq: MKT 4900.

MKT 4950* Selected Topics 3(3) In-depth examination of timely topics in marketing. May be repeated for a maximum of 15 credits, but only if different topics are covered. Preq: MKT 3010.

MKT 4980 Creative Inquiry–Marketing 1-4(1-4) In consultation with and under the direction of a faculty member, students pursue scholarly activities individually or in teams. These creative inquiry projects may be interdisciplinary. Arrangements with mentors must be established prior to registration. May be repeated for a maximum of six credits. Preq: Consent of faculty member/mentor.

MILITARY LEADERSHIP

Professors: T. Crawford, Chair, Assistant Professors: T. Bras, A. Kane, M. Samuelson

ML 1010 Leadership Fundamentals I 2(2) Study of leadership focused at the individual level. Students learn effective communicating skills, ethical decision making, small group management, and mental and physical conditioning. Skills are applied in a variety of challenging training events during laboratory, including rappelling, water survival, land navigation, and team athletics. Coreq: ML 1011.

ML 1011 Leadership Fundamentals I Laboratory 0(2) Non-credit laboratory to accompany ML 1010. Coreq: ML 1010.

ML 1020 Leadership Fundamentals II 2(2) Continued study of leadership focused at the individual and team levels. Topics include problem solving, critical thinking, leadership styles, and group cohesion. Leadership laboratory training includes small tactics and weapons firing. Coreq: ML 1021.

ML 1021 Leadership Fundamentals II Laboratory 0(1) Non-credit laboratory to accompany ML 1020. Coreq: ML 1020.

ML 2010 Leadership Development I 3(2) Study of leadership focused at the team level. Students develop leadership skills through public speaking, managing small groups, and mentoring first-year students. Skills are applied in a variety of challenging training events during leadership laboratory, including rappelling, water survival, land navigation, and team-building exercises. Coreq: ML 2011.

ML 2011 Leadership Development I Laboratory 0(2) Non-credit laboratory to accompany ML 2010. Coreq: ML 2010.