



MARKETING (2021-2022)

Francis J. Noonan School of Business

James Padilla, J.D., Dean

Students must earn a cumulative average of 2.000 or better in all L.ACC, L.BAN, L.BUS, and L.CIT courses and complete a minimum of 12 credits of upper level courses in their major (beyond core and supporting) at Loras College, including the seminar course.

Please Note:

Students must get PRIOR written permission to transfer in credit once they have matriculated at Loras. Students wishing to take a summer school class on another campus must get written permission from the Dean of the School of Business or their designee BEFORE taking the class. If a student has taken courses on other campuses and then transfers to Loras the Dean of the School of Business or their designee may make a determination of those transfer credits.

Since students who are double majoring within the School of Business will not be taking L.BUS-490 more than once, **they need to complete an additional upper level course in either major to replace the second seminar course when applicable.**

Student Learning Outcomes – Marketing	
1.	Demonstrate the ability to collect, analyze and synthesize data to inform business decisions
2.	Demonstrate proficiency in oral and written communications appropriate for a professional business setting
3.	Demonstrate knowledge of and the ability to apply principles of Catholic Social Teaching (CST) to moral dilemmas in business
4.	Demonstrate the ability to work effectively as a member of a group
5.	Demonstrate knowledge of and the ability to apply the process of marketing
6.	Demonstrate knowledge of and the ability to apply marketing specific skills, paradigms, tools and theories to marketing issues
7.	Demonstrate the ability to analyze and synthesize the impact of the external environment on the marketer’s decision making

Requirements for the major in Marketing (B.A.):

Req	Course	Cr's
1	L.COM-110: Oral Communication as Critical Inquiry	3
2	L.ECO-221: Principles of Microeconomics-QR	3
3	L.ECO-222: Principles of Macroeconomics-QR	3
4	L.ACC-227: Managerial Accounting	3
5	L.ACC-228: Financial Accounting	3
Select one from Req. 6		
6	L.CIT-110: Principles of Computing & IT	3

6	L.CIT-221: Data Analysis	3
7	L.BAN-210: Essentials of Analytics	3
8	L.BUS-230: Principles of Management	4
9	L.BUS-240: Principles of Marketing	3
10	L.BUS-317: Business Law I	3
11	L.BUS-350: Managerial Finance	3
12	L.BUS-343: Marketing Management	3
13	L.BAN-450: Marketing Analytics	3
14	L.BUS-447: Marketing Research	3
15	L.BUS-490: Business Seminar-IN	3
Select three from Req. 16		
16	L.BUS-341: Marketing Ethics-AV	3
16	L.BUS-344: Sales Management	3
16	L.BUS-345: Retail Administration	3
16	L.BUS-346: Advertising/Marketing Comm.	3
16	L.BUS-349: Consumer Behavior	3
16	L.BUS-348 International Marketing	3
54 total credits required		

2021-2022 MARKETING COURSES:

L.BUS-230: Principles of Management

A general introduction to a distinct process existing in the business organization. Emphasis is placed upon fundamental managerial concepts such as decision making and coordination, managerial planning, organizing and authority relationships, and the nature of controlling in management. 3 credits.

L.BUS-240: Principles of Marketing

A managerial approach that integrates the theory and concepts a marketing manager must comprehend in order to make effective decisions. Special attention is given to the areas of product, place, promotion and pricing. 3 credits.

L.BUS-250: Business Statistics

An introduction to basic statistical measurements: sampling theory, including estimation of parameters, hypothesis testing and basic decision theory. Other topics include correlation analysis, time series analysis, seasonal fluctuations, trend fitting, and cyclical measurement. 3 credits.

L.BUS-251: From Mortgages to Madoff: Financial Fun in the 2000s-EI

The 2000s were a tumultuous time in the American society and the financial markets. Lives were disrupted – from Wall Street to Main Street. Bernie Madoff reignited the rage against Wall Street greed and the Financial Crisis exacerbated it. The objective of this course is to examine how the decisions and actions taken by Wall Street and legislators impact the lives of people across America. The human element inherent in financial risk-taking was in full view throughout the decade of the 2000s. However, the origins of the 2000s did not begin with the internet, but rather the nurturing of an American financial culture based on independence, social Darwinism, and short-termism. Fall Term. 3 credits.

L.BUS-265: Financial Ethics-VX

This course is designed primarily for finance and accounting majors. It establishes sets of ethical foundations from a theoretical point of view, as well as examining ethical standards and practices for finance and accounting

professionals, specifically those of Chartered Financial Analysts (CFAs), Certified Financial Planners (CFPs), and Certified Public Accountants (CPAs). These foundations and standards are then applied to various case studies.

L.BUS-317: Business Law I

A study of the foundations of legal systems, of the role of business ethics and corporate social responsibility, of the formation and operation of contracts, and of the laws regarding negligence, property and government regulation of business. 3 credits.

L.BUS-331: Organizational Behavior

This course explores the roles of the employee within the organizational structure. Case studies are examined to show the theoretical and actual applications of the text material. Topics include leadership, motivation, interpersonal and group dynamics, stress, communication, and the union's role in the organization. Prerequisite: L.BUS 230. 3 credits.

L.BUS-333: Entrepreneurial Experience

This course studies entrepreneurship as a process of economic and/or social value creation, rather than the single event of opening a business. Reflecting on recent research, the course focuses on opportunity recognition, assembly of the financial and human resources needed to develop the idea and launching the new venture. Prerequisite: L.BUS-230. 3 credits.

L.BUS-335: Human Resource Management

An intensive study of the field of management, which is concerned with planning, organizing and controlling the functions of procuring, developing, maintaining and utilizing a labor force. Prerequisite: L.BUS-230. 3 credits.

L.BUS-341: Marketing Ethics-AV

This course takes a managerial approach that integrates the theory and concepts a marketing manager must comprehend in order to make effective and morally acceptable marketing decisions, especially in the areas of product, place, pricing and promotion, and the moral issues related to them. Students will consider how to move beyond standard business methods of making decisions to learning how to make ethical and moral marketing decisions through applying key ethical theories to the challenges faced by a marketer. Students will consider the following questions: how can a marketer identify ethical issues? How can a marketer apply different ethical theories to a marketing decision? What should a marketer do when faced with a moral dilemma? Prerequisites: L.LIB-100, L.LIB-105, LIB-110 and one course from L.LIB-130, L.LIB-135, or L.LIB220. 3 credits.

L.BUS-343: Marketing Management

This course explores the problems confronting marketing managers in the formation of marketing policies using an experiential-based approach to the comprehensive study and analysis. Active learning assignments, a marketing simulation and a marketing plan may be included in the course. Active learning assignments, a marketing simulation and a marketing plan may be included in the course. Prerequisite: L.BUS-240. 3 credits.

L.BUS-344: Sales Management

An application of the management approach to an analysis of the sales executive's duties, responsibilities and role as decision-maker. The course explores the areas of recruiting, training, compensating, motivating and evaluating a sales force. Prerequisites: L.BUS-230 and 240. 3 credits.

L.BUS-345: Retail Administration

Survey of retailing and its role in distribution. Management policy areas studied include administrative organization, locational decisions, buying, pricing, merchandising, sales promotion, personnel and overall planning and coordination in retailing firms. Analysis of illustrative cases. Prerequisites: L.BUS-230 and 240. 3 credits.

L.BUS-346: Advertising/Marketing Communications

Introduces students to advertising's/marketing communication's role as a vital tool in the distribution of goods and services. It is structured to meet the needs of those wishing to secure a solid foundation for further work in the field

as well as aiding those who seek a basic knowledge of the place of advertising/marketing communication in the business and social environment. Prerequisite: L.BUS-240. 3 credits.

L.BUS-348: International Marketing

This course provides a global orientation to the study of marketing. The cultural environment of the global marketer is reviewed throughout every area of the course. All marketing decisions are studied through an understanding and appreciation of different cultures. Within this context, the course will cover how to assess global marketing opportunities and how to develop global marketing strategies. Prerequisite: L.BUS-240. 3 credits.

L.BUS-349: Consumer Behavior

Provides the student with a usable, managerial understanding of consumer behavior, particularly as it relates to sales, marketing, advertising and promotion management. Consumers are studied in four ways: as individuals, as decision-makers, as members of a group, and as members of a culture. Prerequisite: L.BUS-240. 3 credits.

L.BUS-350: Managerial Finance

An introductory course covering the principles of business financial management focusing on the tools of financial management, the financial environment, working capital management, capital budgeting, the cost of capital and capital structure decisions. Prerequisites: L.ACC-227. 3 credits.

L.BUS-351: International Finance

This course examines issues that arise from conducting business or investing in multiple national currencies. Students will learn how to value projects or investment vehicles in countries using a currency other than the home currency of a business or investor. Difficulties that arise from various types of cross-currency risk are examined, as are strategies that can be employed to mitigate those risks, including the use of financial derivatives like futures, options, and swaps. Prerequisites: L.BUS-350. 3 credits.

L.BUS-352: Investments

An introductory course covering the principles of security analysis and valuation of stocks and bonds. An in-depth study of the value and growth approach to investing. Students will be responsible for best practice readings from the world of finance along with several projects and research assignments designed to increase their understanding of security analysis. Prerequisite: L.BUS-350. 3 credits.

L.BUS-353: Financial Institutions

An overview of financial markets, financial institutions and how those institutions impact flow and cost of funds through the domestic and global economy. Markets include money markets, capital markets, primary and secondary markets, mortgage markets, stock, bond and derivative markets as well as international currency markets. Institutions include commercial banks, credit unions, savings institutions, pension funds, life insurance companies, mutual funds, and investment banks. Prerequisites: L.BUS-350 or instructor approval. 3 credits.

L.BUS-354: Personal Financial Planning

This course overviews personal financial planning issues and tools with topics that include goal setting, managing cash and budgeting, taxes, wise use of credit, purchasing decisions, risk management, investments and retirement and estate planning. Ethics and values in personal finance will also be addressed. The course is targeted to both business and non-business majors. Students desiring finance major elective credit should consult the instructor. 3 credits.

L.BUS-358: L.I.F.E: Portfolio Applications I

This course applies financial theory to the actual management of an investment portfolio for the Loras College endowment, combining lecture and independent research, with heavy emphasis on outside projects. Students learn the basics of security research and analysis and the interpretation and application of economic data to investment management decisions. Students present their methodology, reasons and results to the administration or board of regents. Prerequisite: L.BUS-352. 3 credits. 192

L.BUS-360: Business as a Calling

This course integrates the principles of Catholic Social Teaching into decisions that business professionals make about the daily operations and future of their business and their own individual professional development and career plans. Students will explore the discussion of work as a job, work as a career, and work as a vocation. 3 credits.

L.BUS-366: Morals and Money-VX

This class will examine the themes of Catholic Social Thought: human dignity, the common good, stewardship, option for the poor, subsidiarity, and solidarity—and apply them to critical issues in the global economy. Additionally, students will probe the four philosophical transcendentals—truth, beauty, goodness and unity—and appreciate how the conscious recognition of each can assist an organization to operate with excellence and provide its members with happier lives. Prerequisites: L.LIB-230, L.LIB-235, L.CTL-230 or L.HON-235. 3 credits.

L.BUS-370: International Business

An introduction to issues facing organizations in a global economy. Includes a study of the environmental factors affecting international business; the economic theories behind international trade, development and investment; and the strategies and structure of multinational enterprises. 3 credits.

L.BUS-379: The Rise & Fall of the Celtic Tiger-AC

Much has been written about the economic rollercoaster the Irish economy has experienced over the last 30 years. This course will use the "Celtic Tiger" as a gateway into looking at not only the history of the Irish economy, but as a way to define, compare and contrast culture through an economic lens. Prerequisites: L.LIB-100, L.LIB-105, L.LIB-110, and one course from L.LIB-130, L.LIB-135, or L.LIB-220. 3 credits.

L.BUS-394: Business Internship

Provides college credit for work experiences related to the major program. Proposals arranged in consultation with division faculty and approved by Division Chair. Credit varies. Internships cannot be used for electives in the business majors or minors.

L.BUS-418: Business Law II

Topics include the law of partnerships and corporations, sales contracts, negotiable instruments, secured transactions, bankruptcy, agency, insurance, and trusts and estates. Not open to first year students. 3 credits.

L.BUS-432: Operations Management

This course is designed to acquaint students with the long-run and short-run problems that must be solved in managing the operations function of both manufacturing and service industry firms. Major problem areas including plant location, process design, technology selection, production scheduling, product quality and factor allocation are examined and decisions rendered employing both quantitative and graphic methods. Prerequisites: L.BUS-230 and L.BUS-250 or L.MAT-115 or L.MAT-220. 3 credits.

L.BUS-433: Global Leadership

Leadership has been frequently heralded by writers and executives as the key to sustained competitive advantage on the part of U.S. organizations. In addition, it is clear that the possession of leadership qualities and the display of leader behavior are requirements for individuals attempting to progress in their careers. It is important for aspiring managers to learn about the nature of effective leadership and how they can develop their own competencies in this area. Students in this course will explore issues of leadership and change associated with the growth in the international marketplace. This course will examine a variety of business and leadership practices with emphasis on global organizational values, business plans, diversity, challenges, and culturally appropriate strategies for success in the rapidly changing world of international and multinational business. Prerequisite: L.BUS-230 and Senior status. 3 credits.

L.BUS-447: Marketing Research

A comprehensive and practical study of the full range of activities involved in marketing research in business and other organizations. The entire research process is examined through the completion of a formal research project. Prerequisite: L.BUS-240. 3 credits.

L.BUS-451: Intermediate Financial Management

This course is an intensive study of corporate financial management. The emphasis is on a detailed in-depth analysis of various topics of corporate financial management including risk analysis, capital asset pricing model, valuation, capital budgeting, capital structure decisions and cost of capital. Individual and group cases will be used to assess student mastery of these topics. The changing values of corporate governance and social responsibility are also discussed. Prerequisite: L.BUS-350. 3 credits.

L.BUS-458: L.I.F.E: Portfolio Applications II

Continuation of L.BUS-358. Students will be responsible for the management and performance of the investment portfolio. Duties will include determining economic conditions, formulating the asset and sector allocations, researching and investing in individual securities that fit the parameters of the class model, monitoring performance results in comparison to the appropriate benchmark, and executing purchases and sales when appropriate. Prerequisites: L.BUS-358 and instructor permission. 3 credits.

L.BUS-461: Human Resource Selection & Evaluation

Design and implementation of an effective selection and performance evaluation program including role of job analysis, reliability and validity of human resource measures, description and evaluation of selection instruments (application form, reference check, interview and tests) and performance evaluation methods, and legal and ethical issues. Prerequisite: L.BUS-335. 3 credits.

L.BUS-490: Business Seminar-IN

This course brings together students from all the business disciplines to collaborate and work through problems and challenges of working in today's business world as part of a business team in a business simulation. Additionally, students will model the best practices of leading executives and businesses by planning, leading and taking part in local community service projects. Finally, students will meet and network with local, regional and national business professionals. Requirements: Senior status and major in finance, management, marketing, MIS, or general business. 3 credits.

L.BUS-494: Business Internship

Provides college credit for work experiences related to the major program. Proposals arranged in consultation with division faculty and approved by Division Chair. Credit varies. Internships cannot be used for electives in the business majors or minors.