

# Department of Marketing, Supply Chain, Data Analytics, and Information Systems

Dr. Sue Joiner, Department Head  
 Department of Marketing, Supply Chain, Data Analytics, & Information Systems  
 Business Building, Room 159B  
 Box T-0170  
 Stephenville, TX 76402  
 254-968-9712  
 sjoiner@tarleton.edu

Teresa Low, Administrative Associate  
 Department of Marketing, Supply Chain, Data Analytics, & Information Systems  
 Business Building, Room 159  
 Box T-0170  
 Stephenville, TX 76402  
 254-968-9047

The Marketing, Supply Chain, Data Analytics, and Information Systems department in the AACSB-accredited Dr. Sam Pack College of Business at Tarleton State University stands as a vibrant academic center, distinguished for its commitment to excellence in two specialized graduate programs. Offering the MS in Information Systems (MS-IS), MS in Logistics & Supply Chain Management (MS-LSCM), and MS in Marketing (MS-Marketing), the department's faculty, enriched by extensive industry expertise, provides a rigorous education that meets the high standards set by AACSB accreditation. This globally recognized accreditation reflects the department's dedication to fostering academic quality and innovation. Students benefit from a comprehensive curriculum that seamlessly integrates marketing strategy and advanced information systems, preparing them to navigate and excel at the dynamic intersections of marketing and technology. By leveraging cutting-edge knowledge, fostering collaboration, and emphasizing real-world applications, the department equips graduates with the skills to drive business success in a competitive, tech-driven world.

## Master of Science in Information Systems

The MS Information Systems program at Tarleton State University is designed to equip you with advanced knowledge and skills in information technology, preparing you for leadership roles in the rapidly evolving field. The curriculum focuses on areas such as database management, networking, IT project management, business intelligence, and system analysis, providing a comprehensive understanding of the strategic use of information systems in organizations. With experienced faculty and hands-on learning opportunities, as a graduate of the program, students will emerge well-prepared to address the complex challenges of the modern IT landscape. The MS in Information Systems is designed for working professionals to complete 36 hours of graduate credit, 100% online. The program is flexible and allows you to complete classes remotely while balancing work and life demands. If you are interested in pursuing their doctorate, a thesis option is available and encouraged. Reach out to the COB Graduate Programs Manager ([cob.graduate@tarleton.edu](mailto:cob.graduate@tarleton.edu)) for more information.

### Mission:

The mission of the Master of Science in Information Systems (MS-IS) degree program is to provide a relevant, high-quality education that develops learners' decision-making skills in the productive and profitable utilization of computer information systems, preparing them for success in their careers and life-long learning.

### Requirements:

To pursue this degree, if you are a Tarleton State University undergraduate student within 12 hours of obtaining your degree and you have a 3.0 GPA or higher on your last 60 hours of coursework, you can request Provisional Enrollment. You must work with the COB Graduate Program Manager (<https://www.tarleton.edu/cob/graduate-advising/>) to complete the Graduate Student Provisional Form, enabling you to register for graduate classes early. You will need reliable Internet access, basic computer skills, ample time to dedicate to completing the required course content, and the desire to complete an advanced degree that can provide opportunities for career advancement.

After you are admitted to the College of Graduate Studies, your transcript, application, essay, and test scores (if applicable) will be evaluated by the COB Graduate Program Manager (<https://www.tarleton.edu/cob/graduate-advising/>).

Before completing 12 hours of graduate credit in the MS-IS program, you should contact the COB Graduate Program Manager (<https://www.tarleton.edu/cob/graduate-advising/>) and request that an official degree plan be prepared. You may petition for changes in this degree plan later, but the COB Graduate Program Manager (<https://www.tarleton.edu/cob/graduate-advising/>) and the Dean of the College of Graduate Studies must approve these changes.

### Accelerated Program

The MS-Information Systems includes an accelerated option, allowing you, as an undergraduate, to begin your graduate studies early, shortening your time to graduation and saving you money. You should consider this option early in your undergraduate program and work with your Academic Adviser (<https://www.tarleton.edu/cob/undergraduate-advising/>) to select the appropriate degree plan options:

- BS-CIS: Accelerated CIS/MS Information Systems
- BAAS-IT: Accelerated IT/MS Information Technology
- BBA-MIS: Accelerated MIS/MS Information Systems

When participating in one of these accelerated programs, in your second to last undergraduate semester, you should work with the COB Graduate Programs Manager ([cob.graduate@tarleton.edu](mailto:cob.graduate@tarleton.edu)) to complete the Graduate Student Provisional Form ([https://www.tarleton.edu/degrees/wp-content/uploads/sites/140/2022/06/New\\_Provisional\\_Form.pdf](https://www.tarleton.edu/degrees/wp-content/uploads/sites/140/2022/06/New_Provisional_Form.pdf)), enabling you to register for graduate classes. In your final semester, you will take BCIS 5311 plus an additional BCIS graduate elective, to serve as undergraduate electives as well as kickstart your graduate degree. In your final semester, you should also complete your application to the College of Graduate Studies in preparation for admission into the graduate program. Accelerated option details may be viewed below in each respective Program Requirements sections.

### Master of Science in Information Systems Program Requirements

BCIS 5304	Telecommunications for Managers	3
BCIS 5307	Systems Analysis for Managers	3
BCIS 5311	Managing Information Systems	3
BCIS 5316	Applied Database Management	3
BCIS 5351	IT Project Management	3
BCIS 5392	Business Intelligence Systems	3
BCIS 5381	Strategic Information Systems	3
<b>Total Hours</b>		<b>21</b>

**Non-Thesis**

BCIS 5000 Level Electives	15
<b>Total Hours</b>	<b>15</b>

**Thesis/Research**

BCIS 5000 Level Electives	9
BCIS 5388 Thesis	3
BCIS 5388 Thesis	3
<b>Total Hours</b>	<b>15</b>

**Master of Science in Logistics and Supply Chain Management**

The Master of Science in Logistics and Supply Chain Management (MS-LSCM) program, offered by the AACSB-accredited Dr. Sam Pack College of Business, provides graduate learners with the tools and knowledge to excel in logistics and supply chain careers. Delivered entirely online, the program offers flexibility for working professionals and students managing demanding schedules.

The MS-LSCM is a 30–39 credit hour program designed to prepare students for leadership roles in logistics and supply chain management. The program includes concentrations in Logistics and Supply Chain Management, allowing students to tailor their education to meet specific career objectives. Depending on the concentration, students may complete the program in as little as one year.

The curriculum emphasizes advanced skills and practical applications in areas such as:

- Logistics: Principles of transportation, inventory, and warehousing.
- Supply Chain Management: Development and execution of strategies aligned with organizational goals.

The program equips graduates for roles such as supply chain analyst, logistics manager, procurement specialist, and operations manager. For additional details, consult the MS-LSCM Student Guidebook or contact the Graduate Programs Manager at the Dr. Sam Pack College of Business.

**Mission:**

The mission of the Master of Science in Logistics and Supply Chain Management program is to provide a relevant, high-quality, specialized education in various aspects of business that develops learners' critical thinking and decision-making skills. Each concentration of the program develops the emerging executive with knowledge and skills intended to prepare them for a chosen business career paths plus enhances the learner readiness to be an independent life-long learner.

**Location(s)/Modality Offered:**

The Master of Science in Logistics and Supply Chain Management (MS-LSCM) program is offered as a 100% online degree, providing flexibility for students to balance their studies with professional and personal commitments. Course availability varies by semester; students should refer to the Dr. Sam Pack College of Business Course Rotations or Advising Guides to determine when specific courses are offered and to plan their degree progression effectively.

**Requirements:**

To pursue the Master of Science in Logistics and Supply Chain Management (MS-LSCM) degree, Tarleton State University undergraduate students within 12 credit hours of completing their bachelor's degree, with a 3.0 GPA or higher on their last 60 hours of coursework, may request Provisional Enrollment. To do so, students must work with the Dr. Sam Pack College of Business COB Graduate Program Manager (<https://www.tarleton.edu/cob/graduate-advising/>) to complete the Graduate Student Provisional Form, enabling early registration for graduate courses.

The MS-LSCM program does not require leveling courses, making it accessible for students with diverse academic backgrounds.

For more detailed information about degree requirements and program policies, consult the MS-LSCM Student Guidebook: MS-LSCM Student Guidebook ([https://tarleton.sharepoint.com/:w:/s/COBA-CollegeofBusinessAdministration/EYBtWuT\\_I2IBsmEvocrH1LEBaqMYZT-uFw2FI6tqk0so-g?e=ux1VLI](https://tarleton.sharepoint.com/:w:/s/COBA-CollegeofBusinessAdministration/EYBtWuT_I2IBsmEvocrH1LEBaqMYZT-uFw2FI6tqk0so-g?e=ux1VLI))

LSCM 5301	Logistics and Supply Chain Management	3
LSCM 5398	Risk Management	3
MGMT 5312	Project Management	3
BANA 5301	Business Analytical Statistics	3
LSCM 5380	Logistics and Supply Chain Management Strategy	3
LSCM 5330	Supply Chain Analytics	3
ENGL 5327	Executive Writing	3
or MGMT 5303	Managerial Communication	
<b>Total Hours</b>		<b>21</b>

**Logistics - NonThesis**

LSCM 5311	Transportation Management	3
LSCM 5313	Logistics Operations	3
BANA 5320	Prescriptive Analytics	3
<b>Total Hours</b>		<b>9</b>

**Logistics - Thesis**

LSCM 5311	Transportation Management	3
LSCM 5313	Logistics Operations	3
BANA 5320	Prescriptive Analytics	3
LSCM 5088	Thesis	3
LSCM 5088	Thesis	3
<b>Total Hours</b>		<b>15</b>

### Supply Chain Management - NonThesis

LSCM 5321	Supply Chain Management	3
LSCM 5322	Global Supply Chain Management	3
LSCM 5323	Strategic Sourcing	3
<b>Total Hours</b>		<b>9</b>

### Supply Chain Management - Thesis

LSCM 5321	Supply Chain Management	3
LSCM 5322	Global Supply Chain Management	3
LSCM 5323	Strategic Sourcing	3
LSCM 5088	Thesis	3
LSCM 5088	Thesis	3
<b>Total Hours</b>		<b>15</b>

## Master of Science in Marketing

The MS in Marketing program at Tarleton State University is tailored to cultivate a deep understanding of contemporary marketing strategies and trends. You will engage in a curriculum that covers essential areas such as marketing research, advanced consumer behavior, digital marketing and analytics, new product management, and advertising strategy. Guided by expert faculty and enriched with practical experiences, you will be equipped with the knowledge and skills needed to navigate and excel in dynamic marketing environments.

### Requirements:

To pursue this degree, if you are a Tarleton State University undergraduate student within 12 hours of obtaining your degree and you have a 3.0 GPA or higher on your last 60 hours of coursework, you can request Provisional Enrollment. You must work with the COB Graduate Program Manager (<https://www.tarleton.edu/cob/graduate-advising/>) to complete the Graduate Student Provisional Form, enabling you to register for graduate classes early. You will need reliable Internet access, basic computer skills, ample time to dedicate to completing the required course content, and the desire to complete an advanced degree that can provide opportunities for career advancement.

After you are admitted to the College of Graduate Studies, your transcript, application, essay, and test scores (if applicable) will be evaluated by the COB Graduate Program Manager (<https://www.tarleton.edu/cob/graduate-advising/>).

Before completing 12 hours of graduate credit in the MS-Marketing program, you should contact the COB Graduate Program Manager (<https://www.tarleton.edu/cob/graduate-advising/>) and request that an official degree plan be prepared. You may petition for changes in this degree plan later, but the COB Graduate Program Manager (<https://www.tarleton.edu/cob/graduate-advising/>) and the Dean of the College of Graduate Studies must approve these changes.

### Required Courses

MKTG 5308	Marketing Strategy	3
MKTG 5315	Marketing Research	3
MKTG 5316	Advanced Consumer Behavior	3
MKTG 5320	Digital Marketing and Analytics	3
MKTG 5340	New Product Management	3
MKTG 5350	Advertising Strategy	3

### Graduate Electives

MKTG 5000 Level Electives		12
<b>Total Hours</b>		<b>30</b>

## Other Information

- **Academic Appeals Process:** Tarleton's Dr. Sam Pack College of Business adheres to the university's policies on academic appeals. Students experiencing academic grievances should consult the **Satisfactory Academic Performance** section on the Student Services and Resources (<https://www.tarleton.edu/cob/student-services-and-resources/>) page. This resource provides clear guidance on the steps for addressing and resolving academic concerns. For further assistance, students are encouraged to contact the appropriate university support services.
- **Netiquette (<https://www.tarleton.edu/cob/netiquette/>):** Learners are expected to communicate respectfully, respond promptly, and actively participate in discussions and group activities to ensure a collaborative and effective learning environment.
- **Minimum Technology Requirements (<https://www.tarleton.edu/cob/minimum-technology-requirements/>):** Students enrolled in programs within Tarleton's AACSB-accredited Dr. Sam Pack College of Business must meet minimum technology requirements to ensure seamless access to course materials and online learning activities. Requirements include a reliable computer, high-speed internet connection, and standard productivity software such as Microsoft Office. Additional recommendations may include specific software or tools relevant to the program, as outlined in advising guides or course syllabi. For further assistance, students can access university technical support services.
- **Computer Skills and Digital Information Literacy Skills (<https://www.tarleton.edu/cob/computer-skills-and-digital-information/>):** To succeed in your courses, students should possess essential skills such as time management, critical thinking, effective communication, and basic technical proficiency relevant to the course content.
- **Vendor Privacy Statements (<https://www.tarleton.edu/cob/vendor-privacy-statements/>):** Students are encouraged to review the privacy policies of tools used in your courses to understand how their data is managed. Use of these tools implies agreement with their terms.
- **Technical Support (<https://www.tarleton.edu/cob/technical-support/>):** For technical support with tools used in your courses, refer to the vendor support resources provided for troubleshooting and assistance. These resources offer guidance to resolve common issues effectively.
- **Accessibility Support (<https://www.tarleton.edu/cob/accessibility-support/>):** For accessibility support services related to tools used in your courses, visit the vendor accessibility pages provided to ensure inclusive and equitable access. These resources address common accessibility concerns and offer assistance.
- **Academic Support Services (<https://www.tarleton.edu/cob/academic-support-services/>):** Tarleton's Dr. Sam Pack College of Business offers various academic support services to help students succeed, including orientations for undergraduate and graduate programs, library services, the Math Achievement Center, the Writing Center, and the Tutoring and Learning Center. These resources provide personalized support, from enhancing writing skills to developing effective learning techniques.
- **Student Services and Resources (<https://www.tarleton.edu/cob/student-services-and-resources/>):** Tarleton's Dr. Sam Pack College of Business offers a wide range of resources to support student success, including academic advising, registration guidance, financial aid assistance, and counseling.

## 4 Department of Marketing, Supply Chain, Data Analytics, and Information Systems

services. Additional support includes tools for scholarships, veteran services, and career development, with specialized resources like internships and student organizations to enhance professional growth.

- **Vendor Accessibility Statements (<https://www.tarleton.edu/cob/vendor-accessibility-statements/>):** The Dr. Sam Pack College of Business is committed to providing accessible technology for all students. Accessibility statements for all required technologies used in COB courses, including tools like Canvas, Adobe, Microsoft, Pearson products, and Zoom, are available to ensure equitable access. These statements outline the accessibility features and accommodations provided by each vendor to support an inclusive learning environment.
- **Graduate Online Orientation (<https://tarleton.instructure.com/courses/19005>):** The Graduate Online Orientation introduces new graduate students to the resources, expectations, and academic culture of the Dr. Sam Pack College of Business (DSPCOB). This self-paced program covers key aspects of graduate studies, including navigating the online learning environment, utilizing university services like the library and writing center, and understanding program policies and procedures. Orientation ensures that students feel confident and prepared to succeed in their academic journey.
- **Graduate Course Rotations ([https://tarleton.sharepoint.com/:x/s/COBA-CollegeofBusinessAdministration/EaYyJKX59xLhj-0E1vFPkBy-2RSy8J\\_sfvGduuu1K8fA?e=9antul](https://tarleton.sharepoint.com/:x/s/COBA-CollegeofBusinessAdministration/EaYyJKX59xLhj-0E1vFPkBy-2RSy8J_sfvGduuu1K8fA?e=9antul)):** Graduate Course Rotations provide a structured schedule of when specific graduate courses are offered across semesters. This information helps students plan their academic paths efficiently, ensuring they can meet degree requirements within their desired timeline. Rotations typically detail which courses are available in the fall, spring, and summer semesters and indicate whether they are offered online, in-person, or in hybrid formats.
- **DSPCOB Syllabi ([https://tarleton.simplesyllabus.com/en-US/syllabus-library?organization\\_id=959fb73a-4c87-429b-b594-b6478f07c5b2](https://tarleton.simplesyllabus.com/en-US/syllabus-library?organization_id=959fb73a-4c87-429b-b594-b6478f07c5b2)):** The DSPCOB Syllabi repository gives students access to detailed course syllabi for all graduate and undergraduate programs within the college. Each syllabus outlines the course objectives, topics covered, grading criteria, required materials, and policies on academic integrity, attendance, and participation. The syllabi serve as a roadmap for academic success, offering clarity on expectations and resources for each course.
  - DSPCOB Syllabi Repository ([https://tarleton.sharepoint.com/:f/s/COBA-CollegeofBusinessAdministration/EmCXrld\\_dflHuYGPgq8EwJlBdOYJhbXS9ewutrtVFGbR-A?e=Eom9Kh](https://tarleton.sharepoint.com/:f/s/COBA-CollegeofBusinessAdministration/EmCXrld_dflHuYGPgq8EwJlBdOYJhbXS9ewutrtVFGbR-A?e=Eom9Kh)) (Syllabi prior to the implementation of Simple Syllabus implemented for Spring 2025)
- **Masters in Information Systems (MS-Information Systems) (<https://youtu.be/1N4dKpn6wYc>)**
  - Program Flyer (<https://tarleton.sharepoint.com/:p/s/COBA-CollegeofBusinessAdministration/EYTH9ztsiF9JuiBLHxfNHIYBg18hMvGLptrQfoCegqjlnw?e=swbWul>)
  - Webinar ([https://youtu.be/Rp0QMHDU\\_HI?si=UwgcQaZ1Z84FZZlw](https://youtu.be/Rp0QMHDU_HI?si=UwgcQaZ1Z84FZZlw))
  - Student Guidebook ([https://tarleton.sharepoint.com/:w/s/COBA-CollegeofBusinessAdministration/EcFAJ08\\_8utOukwr5zV03hQBHW4mLjrf\\_7KTGPHqU1Ni\\_w](https://tarleton.sharepoint.com/:w/s/COBA-CollegeofBusinessAdministration/EcFAJ08_8utOukwr5zV03hQBHW4mLjrf_7KTGPHqU1Ni_w))
  - Advising Guide (<https://tarleton.sharepoint.com/:p/s/COBA-CollegeofBusinessAdministration/Ec0ikSoE4flHgjUK4Xj6r38Bq3AyWyMSL71qCKkCiOIR3Q>)
- **Masters in Marketing (MS-Marketing)**
  - Program Flyer ([https://tarleton.sharepoint.com/:p/s/COBA-CollegeofBusinessAdministration/EesW7Z\\_6ldFCjY-WV4c\\_TOYBobe-6Vv4zfM0DzjgGTn2jg](https://tarleton.sharepoint.com/:p/s/COBA-CollegeofBusinessAdministration/EesW7Z_6ldFCjY-WV4c_TOYBobe-6Vv4zfM0DzjgGTn2jg))
  - Webinar ([https://youtu.be/G4RQ2zJ\\_9fy?si=pceaqt9K0tIA7cj](https://youtu.be/G4RQ2zJ_9fy?si=pceaqt9K0tIA7cj))
  - Student Guidebook (<https://tarleton.sharepoint.com/:w/s/COBA-CollegeofBusinessAdministration/EUB5C4btK4dAmb8M0jpLThcB4gOAvl6V7YeoWI2aFyQdNw?e=wsLeE0>)
  - Advising Guide (<https://tarleton.sharepoint.com/:p/s/COBA-CollegeofBusinessAdministration/EXg-NM4siUJCgNfK0qsHl0BGmZtl1PU3TL26KWwJTiyAA?e=9fSEv6>)

## Questions?

Send your questions to the COB Graduate Programs Manager (<https://www.tarleton.edu/cob/graduate-advising/>) at [cob.graduate@tarleton.edu](mailto:cob.graduate@tarleton.edu)

## Professors

- Hsu, Dr. Chun-Kai "Tommy"
- Jones, Dr. Dennis
- Schuessler, Dr. Joseph H.
- Schultz, Dr. Leah
- Shao, Dr. Chris

## Associate professors

- Kilic, Dr. Ceyhan
- Chavarria, Dr. Juan
- Wu, Dr. Yi-Chia

## Assistant professors

- Amin, Dr. MA Sharful
- Chen, Dr. Aray
- Flores, Dr. Javier
- Senn, Dr. Will
- To, Dr. Rita

## Instructor

- January, Dr. Scott
- Whitson, Ms. Tara

## Business Computer Information Systems Courses

**BCIS 5086. Problems. 1-3 Credit Hours (Lecture: 0 Hours, Lab: 1-3 Hours).**

This course offers students the opportunity to study CIS topics and perform research within the student's area of interest as directed by the responsible professor. May be repeated as topics vary for a maximum of 6 semester hours. Prerequisite: Approval of the department head.

**BCIS 5090. Selected Topics in BCIS. 1-3 Credit Hours (Lecture: 1-3 Hours, Lab: 0 Hours).**

An examination of various topics in the Computer Information Systems area with focus on current and recent developments. May be repeated as topics vary. Prerequisite: Approval of department head.

**BCIS 5304. Telecommunications for Managers. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Examines the management and utilization of data communication technologies including technical components, configurations, applications, protocols, legal issues, software and management issues, Local Area Network (LAN) technologies, and security issues. Prerequisite: BCIS 5311 or Approval of Department Head.

**BCIS 5307. Systems Analysis for Managers. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Investigates and compares various analysis approaches for application automation while highlighting management considerations for planning and developing automated systems. Systems life cycle models and case studies are used. Prerequisite: BCIS 5311 or Approval of Department Head.

**BCIS 5311. Managing Information Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Studies the management and use of information and technology as a resource to create competitive businesses, manage global operations, provide useful products and quality services to customers, whether public or private. Examines information systems management, intellectual property, privacy, organizational and societal impact, legal issues, ethics, security issues, decision making, strategic information systems, and management and organizational support systems.

**BCIS 5316. Applied Database Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Examines the objectives and methodologies of database management. Topics include data models, database design, data dictionaries, fourth generation programming languages, data integrity, security, and privacy. Students use a commercial database. Prerequisite: BCIS 5311 or Approval of Department Head.

**BCIS 5317. Special Topics. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A study of various issues, products, and technology current to computer information systems. May be repeated once for credit as topics vary. Prerequisite: Varies with topic.

**BCIS 5318. Quantitative Concepts in Computing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

An examination of measurements related to software projects and applying measurement techniques to information technology related problems. Analyses of programs and selected algorithms are performed. A statistical program will be used to analyze data.

**BCIS 5319. Decision Support Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Studies the use of decision support systems within organizations to support operational decisions. Explores the various systems used to collect, store, and analyze data, as well as systems to support collaborative decision making. Examines current topics within the field of decision support including: managerial decision models, collaborative decision environments, and knowledge management.

**BCIS 5320. Seminar on Computer Based Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Topics will vary according to timeliness and special needs. May be repeated once for credit as topics vary.

**BCIS 5349. Topics in Programming. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Develops programming proficiency in a modern programming language. Students complete many programming assignments to achieve necessary knowledge and skills. May be repeated once for credit as topics vary. Prerequisite: Approval of instructor.

**BCIS 5351. IT Project Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Studies the genesis of project management and its importance to improving the success of information technology projects. Project management concepts and techniques are emphasized, and students are required to apply these concepts by working on a group project as a project manager or active team member. Prerequisite: BCIS 5311 or Approval of Department Head.

**BCIS 5360. Multimedia Application Development. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Theory and application of the multimedia application development process. A review of the principles of user interface, design, graphic design, and interactivity including the appropriate application of these principles to multimedia will be conducted. Students will explore computer-based multimedia development tools and their use in the creation of various types of multimedia applications. The planning, design, production, and evaluation of interactive multimedia projects for delivery through a variety of media will culminate the course of study.

**BCIS 5365. Multimedia: Web Development. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Theory and application of the multimedia application development process of the creation of web-based authoring and scripting tools and their use in the creation of various types of web-based projects. The planning, design, projection, and evaluation of interactive web-based projects for delivery through a variety of media will culminate the course of study.

**BCIS 5366. Human Computer Interaction. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A study of the principles of human computer interaction including planning, design, and testing of effective application interfaces. Review of current literature in the field and its application to improving the interaction between people and computers.

**BCIS 5368. Topics in Multimedia. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A study of issues, theory, and application of current technology specific to multimedia development.

**BCIS 5379. The Technology of E-Business. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A study of the technical and business considerations for creating and operating an electronically based business. Students will study the environment from an operational and legal perspective, analyze the technologies available and implement an e-commerce project integrating database, web pages, and script languages.

**BCIS 5380. E-Business Application Development. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course examines issues related to supporting a business that uses the Internet and other on-line implementations. The course operates in a team environment simulating a business organization and requires the team develop and implement database and Internet technologies.

**BCIS 5381. Strategic Information Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course examines the strategic use of information systems within organizations to leverage their use for competitive advantage. The course explores the job market, develops research and problem-solving skills, and refines presentation skills. Prerequisites: BCIS 5304, BCIS 5307, BCIS 5311, BCIS 5316, BCIS 5351, and BCIS 5392 or Approval of Department Head. NOTE: BCIS 5392 may be taken concurrently.

**BCIS 5388. Thesis. 1-6 Credit Hours (Lecture: 1-6 Hours, Lab: 0 Hours).**

Scheduled when the student is ready to begin the thesis. No credit until the thesis is accepted. Prerequisite: BCIS 5351, consent of major advisor or approval of department head.

**BCIS 5392. Business Intelligence Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Develops research skills related to the reactive and proactive use of data to analyze business decisions. Business environmental and internal data sets will be designed using data warehousing techniques. Students will use datamining, text mining, OLAP, or analytics used to improve decision making. Prerequisites: BCIS 5311 and BCIS 5316 or Approval of Department Head.

**BCIS 5395. Research Project with Laboratory. 3 Credit Hours (Lecture: 1 Hour, Lab: 5 Hours).**

Independent study course in specific areas of Information Systems. May be repeated for credit once when topics change. Prerequisites: Approval of department head. Lab fee \$15.

**BCIS 5398. Research Methods in Information Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course examines timely topics related to computer-based systems. The course develops research skills, problem-solving skills, applies the scientific method, refines presentation skills, and promotes team involvement. The course operates in a distributed team environment using the Internet as its communication vehicle. Prerequisites: BCIS 5304, BCIS 5307, BCIS 5311, BCIS 5316, BCIS 5351, and BCIS 5392 or Approval of Department Head. Students can be concurrently enrolled in BCIS 5392 while taking BCIS 5398.

**BCIS 5399. Internship. 3 Credit Hours (Lecture: 1 Hour, Lab: 8 Hours).**

Supervised work experience in an information technology-related position with a public or private organization. May be repeated for a total of 6 hours credit. Prerequisite: 6 semester hours of prefix BCIS courses or equivalent and approval of internship coordinator or department head. Field experiences fee \$50.

**Logistics and Supply Chain Management Courses****LSCM 5086. Problems. 1-3 Credit Hours (Lecture: 1-3 Hours, Lab: 0 Hours).**

This course offers students the opportunity to study logistics or supply chain management topics and perform research within the student's area of interest as directed by the responsible professor. Prerequisite: Approval of the Department Head.

**LSCM 5088. Thesis. 1-6 Credit Hours (Lecture: 0 Hours, Lab: 0 Hours).**

Scheduled when the student is ready to begin the thesis. No credit until the thesis is completed. Prerequisites: Approved research methodology course and approval of instructor of record.

**LSCM 5301. Logistics and Supply Chain Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Overview of the logistics and supply chain industry. All functional areas of supply chain management are explored in an integrated view of procurement, manufacturing and operations management, transportation and logistics, inventory and warehousing, demand planning, scheduling, network design, collaboration, and performance measurement.

**LSCM 5311. Transportation Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Principles of transportation covers the role of transportation systems within the supply chain; environmental and economic impacts; modal components; managerial and economic aspects of the various modes, and applications to domestic and international operations.

**LSCM 5313. Logistics Operations. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course examines logistics and transportation services, including customer service, order fulfillment, distribution operations, purchasing, transportation services, third-party logistics providers, and network design.

**LSCM 5321. Supply Chain Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Develop an understanding of key drivers of supply chain management and their inter-relationships with the firm's strategy, value-chain, performance, and other functional areas. Focus on developing analytic, problem-solving, and cost/benefit trade-off managerial skills. This course presents a comprehensive supply chain management framework that emphasizes contemporary topics such as co-opetition, automation/technology, uncertainty, risk management, quality, and sustainability. The role of logistics and procurement within the overall supply chain management framework is also introduced and discussed.

**LSCM 5322. Global Supply Chain Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Global Supply Chain Management involves the flows of materials and information among all of the firms in different locations that contribute value to a product, from the source of raw materials to end customers. The course will integrate issues from logistics, marketing (channels of distribution), and operations management to develop a broad understanding of a global supply chain by considering factors including geographic distribution of resources and demand, exchange rate risk, availability and reliability of suppliers in different regions, and consumer characteristics in different markets. A strategic perspective will focus on relatively long-term decisions involving the configuration of processes, product designs, investment in productive resources, and development of partnerships with suppliers and channels of distribution. The course is designed to refine the intuition developed from models to develop managerial insights.

**LSCM 5323. Strategic Sourcing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Fundamentals of strategic sourcing and supply chain management. Integration and coordination of product innovation, sourcing, manufacturing, distribution, and logistics for global competitiveness.

**LSCM 5330. Supply Chain Analytics. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Focuses on the application of quantitative techniques. Problems addressed include demand forecasting, inventory control, and network design analysis, and simulation. Additionally, analytical topics related to enhancing the SCM strategy, design, execution, and people are covered. Prerequisite: BANA 5301 or approval of the department head.

**LSCM 5380. Logistics and Supply Chain Management Strategy. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Analysis and solution of supply chain management cases and simulations. Develop an understanding of key drivers of logistics performance and their inter-relationships with strategy and other functional areas. Situations involving purchasing, manufacturing, logistics, and transportation as an integrated supply chain are explored. Focus on developing analytic, problem-solving, and cost trade-off management skills. Explore the eight basic best practices teamwork, communication, and job skills.

**LSCM 5382. Internship in Logistics and Supply Chain Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Provides work experience in the logistics/supply chain management field under the supervision of a faculty-approved management sponsor. Emphasis is placed on the application of logistics/supply chain management skills to real world, practical problems and situations. A minimum of 20 work hours per week is expected, with a total of 200-300 on-the-job hours required during the semester. Prerequisites: Completion of 12 graduate semester hours in Logistics and Supply Chain Management; preregistration coordination and approval of the course instructor.

**LSCM 5385. Logistic & Supply Chain Management Seminar. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course addresses selected topics of current importance in logistics and supply chain management. May be repeated for credit when topics vary.

**LSCM 5390. Special Topics in Logistics and Supply Chain Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

An examination of current topics in logistics and supply chain management. Readings required from current logistics or supply chain management publications and other related periodicals. May be repeated for credit when topics vary.

**LSCM 5398. Risk Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

The supply chain is a complex sequence of processes, tools, and people involved in producing and distributing products and services. It is inherently susceptible to risk and its associated impacts. This course addresses the supply chain risk management principles and provides learners a strategic framework for risk identification, assessment, monitoring, and control, to benefit the overall firm's performance. The students will learn to examine the nature of supply chain risk, analyze the risk, and mitigate or manage the risk and its associated impact on the firm. In doing so, students will apply research and a range of appropriate risk management tools and techniques to the supply chain. Students will acquire a solid understanding of the supply chain risk management framework. Students will master risk management principles, techniques, models, and tools used to identify, estimate, evaluate, communicate, monitor, and control risks in the supply chain. Students will work in teams to research and address supply chain risks for a real firm or reflect on specific case studies.

**Marketing Courses****MKTG 5086. Problems. 1-3 Credit Hours (Lecture: 0 Hours, Lab: 1-3 Hours).**

This course offers students the opportunity to become acquainted with current research being conducted within the student's area of interest; directed reading of a number of sources selected in concert with the student's professor. Prerequisite: Approval of department head.

**MKTG 5302. Services Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

An understanding of the unique characteristics of services industry, the marketing challenges created by these characteristics, the marketing tools to deal with these challenges, and the strategic issues of utilizing these marketing tools. Prerequisite: COBA 5105 or department head approval.

**MKTG 5303. NonProfit & Public Sector Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course will examine the role and application of marketing in public and nonprofit settings. The course 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.

**MKTG 5308. Marketing Strategy. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Study of the planning and coordination of marketing functions specifically related to product, pricing, promotion, and distribution strategies. Includes case analysis and presentation of results.

**MKTG 5312. Sales Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course provides an understanding of how selling is critical to the success of marketing and business. Course topics include, selling principles & techniques, understanding of the ethical perspective of selling, tasks and roles of the sales manager, the management of sales professionals within an organization, developing effective ways of communications, improving sales knowledge, customers, products, and technology, determining the prospect, planning and executing the sales calls, determining the most effective ways of presentations, handling sales objectives, closing and follow up activities. The emphasis will be on building long-lasting relationships with customers through the systematic analysis and solution of customers' problems. Prerequisite: N/A.

**MKTG 5315. Marketing Research. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Provide a fundamental understanding of marketing research methods. Familiarizes students with the accurate, objective, and systematic gathering, recording, and analyzing of data about problems relating to marketing goods and services. Emphasis will be on the interpretation and use of results rather than on the mathematical derivations. The course focuses on helping students recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data. Prerequisite: COBA 5103, COBA 5105 (COB Leveling) or department head approval.

**MKTG 5316. Advanced Consumer Behavior. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course will blend theories and applications of consumer behavior in marketing. Students are expected to adopt an integrative theoretical approach by incorporating psychological, social, cultural, and ethnic factors in the process of analyzing consumer-related marketing cases and offer viable solutions. This course will offer insights into how consumers decide, evaluate, and repurchase, how they direct their attention and form perceptions, and how they learn and change in a myriad of consumption contexts. The course will also create opportunities for students to analyze marketing cases via lens of consumer-centric theoretical frameworks. The course will guide students to integrate these frameworks in the process of investigating consumer issues and generating well-sourced interventions to these issues. Prerequisite: COBA 5105 or department head approval.

**MKTG 5320. Digital Marketing and Analytics. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course provides unique and hands-on projects from interactive platforms. Students utilize the concepts of digital marketing and applies them into applicable projects. This course creates opportunities for students to identify the function of analytics by creating, promoting, and positioning an online presence in order for them to operate in digital, marketing, or eCommerce organizations. This course assists students to understand the Digital Marketing terminology, social media marketing, paid search, search engine optimization applying to market segmentation, promotions, and specifically targeting that is frequently utilized in Digital Marketing.

**MKTG 5323. Sports Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course introduces an overview of various aspects of sports marketing and the application of basic principles of sports marketing. It examines the world of sports as a business and will focus on attracting the ultimate customer...sports fans...in an increasingly competitive, fragmented and global service. Students will gain a deeper understanding of sports marketing through examination of the sport marketing mix of product, price, place, and promotion. Students will study current opportunities and threats facing sports and entertainment properties and trends that may impact the future of sports and its various audiences.

**MKTG 5330. Brand Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course takes a consumer-centric approach to explore such questions with the goal of identifying the ingredients for building and managing inspired brands, where brand is defined as "a reputation" – departing from traditional perspectives of brand. Branding is both an art and a science, thus few branding situations have a definitive, unqualified answer as to the "right" strategy or "best" marketing approach. In this course, students are provided with insights into how profitable brand strategies can be created and the implications for brand management professionals. The class blends marketing theory and practice to provide perspective on corporate marketing and the brand management function.

**MKTG 5340. New Product Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Product innovation is one of the most important components in the market orientation. Most of the product/service ideas fail during, before, and after the prototype/process development stage. Although innovativeness is one of the marketing concept elements, it may be hard to reach due to the challenges in the new product procedures. This course focuses on the process whereby innovators solve consumer problems by creating new products or services. Course topics include strategic elements of product development, the new product process, opportunity identification for new products, new product idea development, concept evaluation, and testing, product protocol, designing, development, and evaluation of the final product, product launching.

**MKTG 5350. Advertising Strategy. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course is designed to introduce the promotional strategy portion of the marketing mix. The emphasis will be on the role of advertising in the integrated marketing communications (IMC) of an organization. Attention will be given to various IMC tools used in contemporary advertising campaigns. Examination of the process by which advertising strategies are planned, developed and executed as well as the various factors and considerations that influence this process will be a focus, as well as an understanding of advertising from the broader IMC perspective. Prerequisite: COBA 5105 or department head approval.

**MKTG 5354. International Marketing. 3 Credit Hours (Lecture: 4.5 Hours, Lab: 0 Hours).**

A global approach to the study of comparative marketing systems, including economic, social, technological, governmental, and political environments as they affect international marketing operations. Graduate students will be required to complete an extensive research project in addition to other course requirements.

**MKTG 5389. Global Marketing Practices. 3 Credit Hours (Lecture: 4.5 Hours, Lab: 0 Hours).**

A study of basic international business concepts, cultural literacy, and discipline specific content are then applied to practical experiences and activities in the foreign country visited. A study abroad at the student's expense is required. Graduate students will be required to complete an extensive research project in addition to other course requirements. Student may complete a maximum of six hours of COBA sponsored study abroad toward degree completion. Prerequisites: Admission into a COBA graduate program and permission of the instructor.

**MKTG 5391. Marketing Seminar. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Selected topics of current importance to marketing. May be repeated for credit when topics vary.