

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

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Tarleton State University's College of Business is proud to be AACSB-accredited, a prestigious recognition awarded to only the top business schools globally. Our programs are designed to deliver excellence in education, ensuring students are equipped with the knowledge and skills needed to thrive in today's competitive business environment. Explore our undergraduate and graduate degree options to take the first step toward a successful career.

Through innovative coursework, practical, hands-on learning opportunities, and guidance from experienced and dedicated faculty, our department is committed to preparing students for rewarding careers in the fields of marketing and computer information systems.

The department offers two primary disciplines of study, culminating in four distinct undergraduate degree options:

- Bachelor of Business Administration (BBA) in Marketing
- Bachelor of Science (BS) in Computer Information Systems
- Bachelor of Business Administration (BBA) in Management Information Systems
- Bachelor of Applied Arts and Sciences (BAAS) in Information Technology

Additionally, immerse yourself in the fast-growing field of cybersecurity through our department's specialized certificate program, designed to build essential skills and knowledge for success in this critical industry. For those seeking advanced education, explore our accelerated pathways into the Master's in Information Systems program, offering a seamless, time-efficient, and cost-effective transition to graduate-level study while preparing you for leadership roles in technology and business.

- Certificate in Cybersecurity
- MS Information Systems Accelerated Options

## Bachelor of Business Administration in Marketing

The Bachelor of Business Administration (BBA) in Marketing degree program focuses on entrepreneurship and provides students with the essential knowledge and skills needed to excel in foundational marketing disciplines, including advertising, sales, pricing strategies, product design, quality management, and distribution. Integrated business core requirements further enhance students' understanding of fundamental business principles, making them highly desirable to industry employers.

This program emphasizes hands-on, real-world learning experiences, preparing students to make strategic business decisions and develop innovative, creative solutions to complex challenges. Marketing, as a business discipline, centers on understanding consumer behavior and effectively promoting products or services to drive engagement and sales.

In today's competitive job market, marketing is a fast-growing and in-demand profession, offering exciting career opportunities. With a strong curriculum, internship opportunities, and real-world applications, the BBA in Marketing equips students with both the theoretical knowledge and practical experience needed to thrive in diverse marketing careers.

General Education Requirements (<https://catalog.tarleton.edu/academicaffairs/>)

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Select one of the following (shared with the General Education Core)

MATH 1314	College Algebra	
MATH 1324	Math for Business & Social Sciences I (Finite Mathematics)	
MATH 1332	Contemporary Mathematics I	
MATH 1342	Elementary Statistical Methods	
MATH 2412	Precalculus Math	
MATH 2413	Calculus I	

### Common Business Core and Major Specific Requirements <sup>1</sup>

BCIS 1305	Business Computer Applications	3
BUSI 1301	Business Principles	3
Select one of the following:		3-4
MATH 1316	Plane Trigonometry	
MATH 1324	Math for Business & Social Sciences I (Finite Mathematics)	
MATH 1325	Math for Business & Social Sciences II (Business Calculus)	
MATH 2412	Precalculus Math	
MATH 2413	Calculus I	
ACCT 2301	Principles of Accounting I-Financial	3
ACCT 2302	Principles of Accounting II-Managerial	3
BUSI 2301	Business Law I	3
BUSI 2305	Business Statistics	3
ECON 2301 [shared]	Principles of Macroeconomics	
ECON 2302	Principles of Microeconomics	3
BUSI 3312 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )]	Business Communication	3
FINC 3301	Principles of Financial Management	3
MGMT 3300	Principles of Management	3

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MKTG 3312	Marketing	3
BCIS 4350	Management Information Systems	3
BUSI 4344	Introduction to International Business	3
BUSI 4359 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )]	Business Strategy	3
<b>Major Specific Courses <sup>1</sup></b>		
PSYC 2301	General Psychology	3
Select one of the following:		3
BCIS 3315	Web Development	
BCIS 4090	Special Topics in Computer Information Systems	
BCIS 4379	The Technology of E-Business	
MKTG 3315	Personal Selling	3
MKTG 3316	Consumer Behavior	3
MKTG 4315	Marketing Research	3
MKTG 4316	Marketing Management	3
MKTG 4354	International Marketing	3
Select three of the following:		9
MKTG 3317	Retailing	
MKTG 3318	Promotional Strategy	
MKTG 4084	Internship	
MKTG 4086	Problems	
MKTG 4090	Special Topics in Marketing	
MKTG 4302	Services Marketing	
MKTG 4312	Sales Management	
MKTG 4314	Supply Chain and Logistics Concepts	
MKTG 4385	Seminar in Marketing	
MKTG 4389	Global Marketing Practices	
<b>Elective(s)</b>		
Electives		3
<b>Total Hours</b>		<b>120</b>

## Bachelor of Science in Computer Information Systems

Embark on an exciting journey into the dynamic world of technology with the Bachelor of Science in Computer Information Systems program at Tarleton State University. Designed to equip you with the skills and expertise needed to thrive in the fast-paced field of information systems, this program fosters a comprehensive understanding of technology's critical role in modern business environments.

As a designated STEM program by the Department of Homeland Security (DHS), this degree offers international students on F-1 visas a significant advantage. Graduates may qualify for an additional 24 months of Optional Practical Training (OPT) STEM extension, allowing for a total of 36 months of practical training in the United States. This opportunity makes the program an excellent choice for those seeking hands-on experience and a pathway to career success.

For more information and guidance on how to enroll, contact the International Programs (<https://www.tarleton.edu/common/links/academic/international.html>) office today and take the first step toward a rewarding career in information systems.

General Education Requirements ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> ) <sup>1</sup>		42
<b>Major Specific Requirements <sup>2</sup></b>		
ACCT 3300	Accounting Concepts <sup>3</sup>	3
MGMT 3300	Principles of Management	3
MKTG 3312	Marketing	3
Select one of the following:		3
BUSI 3312 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )]	Business Communication	
ENGL 3309 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )]	Professional Writing	
BCIS 1305	Business Computer Applications	3
BCIS 1317	Personal Computer Maintenance and Hardware	3
BCIS 3315	Web Development	3
BCIS 3334	Programming for Business I	3
BCIS 3344	Programming for Business II	3
BCIS 3347	Data Communications	3
BCIS 3389 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )]	System Analysis and Design	3
BCIS 4301	Database Theory and Practice	3
BCIS 4316	Managing IT Projects	3
BCIS 4350	Management Information Systems	3
BCIS 4385	Professional Development Seminar	3
6 HRS BCIS or COSC Electives (any level)		6
<b>Elective(s)</b>		
Electives		6
<b>Total Hours</b>		<b>99</b>

### Accelerated CIS/MS Information Systems

15 HRS Upper Level BCIS or COSC or CRIJ 3315 or CRIJ 4353 <sup>2</sup>	15
BCIS 5000 Level Elective <sup>2</sup>	3
BCIS 5311 Managing Information Systems <sup>2</sup>	3
<b>Total Hours</b>	<b>21</b>

### Cyber Security Concentration and Certificate

<b>Cyber Security Certificate</b>	<b>15</b>
BCIS 4320 Computer Forensics	
BCIS 4342 Ethical Hacking & Network Defense	
BCIS 4345 Network and Systems Security	
CRIJ 3315 Rules of Criminal Evidence	
CRIJ 4353 Global Cyber-Security	
<b>Additional Advanced Electives Required for the Concentration:</b>	
6 HRS Upper Level BCIS or COSC <sup>4</sup>	6
<b>Total Hours</b>	<b>21</b>

### Cyber Security Concentration and Certificate/Accelerated CIS/MS Information Systems

<b>Cyber Security Certificate</b>	<b>15</b>
BCIS 4320 Computer Forensics	
BCIS 4342 Ethical Hacking & Network Defense	
BCIS 4345 Network and Systems Security	
CRIJ 3315 Rules of Criminal Evidence	
CRIJ 4353 Global Cyber-Security	
<b>Additional Advanced Coursework Required for the Concentration:</b>	
BCIS 5000 Level Elective <sup>5</sup>	3
BCIS 5311 Managing Information Systems	3
<b>Total Hours</b>	<b>21</b>

### Information Systems

21 HRS Upper Level BCIS or COSC or CJ 3315 or CRIJ 4353 <sup>2</sup>	21
<b>Total Hours</b>	<b>21</b>

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## Bachelor of Applied Arts and Sciences in Information Technology

Unlock your career potential in Information Technology with the Bachelor of Applied Arts and Sciences (BAAS) program at Tarleton State University. Tailored for working professionals, this program offers a flexible and practical pathway to develop IT expertise, preparing you to meet the demands and opportunities of today's technology-driven world.

The BAAS in Information Technology program provides multiple options to enhance your degree, making you more competitive in the marketplace. It also offers accelerated pathways to seamlessly transition into a Master's in Information Systems, helping you achieve your educational and career goals faster.

As a STEM-designated program recognized by the Department of Homeland Security (DHS), the BAAS-IT degree offers international students on F-1 visas an additional 24 months of Optional Practical Training (OPT) under the STEM extension, allowing for a total of 36 months of hands-on practical training in the United States.

To learn more about this unique opportunity and begin your journey toward IT career success, contact the International Programs (<https://www.tarleton.edu/common/links/academic/international.html>) office today

General Education Requirements ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )	42
<b>Major Specific Requirements</b>	
BCIS 1305 Business Computer Applications	3
BCIS 3315 Web Development	3
BCIS 3334 Programming for Business I	3
BCIS 3347 Data Communications	3
BCIS 3389 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )] System Analysis and Design	3
BCIS 4301 Database Theory and Practice	3
Choose One of the Following:	3
BCIS 4316 Managing IT Projects	
MGMT 4315 Project Management	
BCIS 4350 Management Information Systems	3
BCIS 4385 Professional Development Seminar	3
Choose one of the following:	3
ENGL 3309 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )] Professional Writing	

BUSI 3312 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )]	Business Communication	
<b>Credit for Prior Learning Component:</b>		
Credit for Prior Learning		12-33
BCIS or COSC (Any Level)		0-21
<b>Total Hours</b>		<b>105</b>

### Accelerated IT/MS Information Technology

Electives		3
Advanced Electives from BCIS or COCS or CRIJ 3315 or CRIJ 4353 <sup>1</sup>		6
BCIS 5000 Level Elective <sup>1</sup>		3
BCIS 5311	Managing Information Systems <sup>1</sup>	3
<b>Total Hours</b>		<b>15</b>

### Cyber Security Concentration and Certificate

#### Cyber Security Certificate

BCIS 4320	Computer Forensics	3
BCIS 4342	Ethical Hacking & Network Defense	3
BCIS 4345	Network and Systems Security	3
CRIJ 3315	Rules of Criminal Evidence	3
CRIJ 4353	Global Cyber-Security	3
<b>Total Hours</b>		<b>15</b>

### Information Technology

Electives		3
Advanced Electives from BCIS or COCS or CRIJ 3315 or CRIJ 4353 <sup>1</sup>		12
<b>Total Hours</b>		<b>15</b>

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## Bachelor of Business Administration in Management Information Systems

Embark on an exciting career at the intersection of business and technology with the Bachelor of Business Administration (BBA) in Management Information Systems at Tarleton State University. This program is designed to equip you with the expertise to harness information systems for strategic business advantages, ensuring you are prepared to excel in the ever-changing digital landscape.

The BBA-MIS program offers a range of opportunities to enhance your degree, making you more competitive in the marketplace. Additionally, you can take advantage of accelerated pathways to seamlessly transition into a Master's in Information Systems, saving time and advancing your career goals more efficiently.

As a STEM-designated program by the Department of Homeland Security (DHS), this degree provides international students on F-1 visas with significant benefits, including eligibility for an additional 24 months of Optional Practical Training (OPT) under the STEM extension, for a total of 36 months of practical training in the United States.

For more information and to take the next step in your academic and professional journey, contact the International Programs (<https://www.tarleton.edu/common/links/academic/international.html>) office today

General Education Requirements ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> ) <sup>1</sup>	42
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Select one of the following shared with the General Education Core:

MATH 1314	College Algebra	
MATH 1324	Math for Business & Social Sciences I (Finite Mathematics)	
MATH 1332	Contemporary Mathematics I	
MATH 1342	Elementary Statistical Methods	
MATH 2412	Precalculus Math	
MATH 2413	Calculus I	

#### Common Business Core and Major Specific Requirements <sup>2</sup>

BCIS 1305	Business Computer Applications	3
BUSI 1301	Business Principles	3
Select one of the following:		3-4
MATH 1316	Plane Trigonometry	
MATH 1324	Math for Business & Social Sciences I (Finite Mathematics)	
MATH 1325	Math for Business & Social Sciences II (Business Calculus)	
MATH 2412	Precalculus Math	
MATH 2413	Calculus I	
ACCT 2301	Principles of Accounting I-Financial	3
ACCT 2302	Principles of Accounting II-Managerial	3
BUSI 2301	Business Law I	3
BUSI 2305	Business Statistics	3
ECON 2301 [shared]	Principles of Macroeconomics	
ECON 2302	Principles of Microeconomics	3

BUSI 3312 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )]	Business Communication	3
FINC 3301	Principles of Financial Management	3
MGMT 3300	Principles of Management	3
MKTG 3312	Marketing	3
BCIS 4350	Management Information Systems	3
Select one of the following		3
BCIS 4355	Global Information Systems	
BUSI 4344	Introduction to International Business	
ECON 4301	International Economics	
FINC 4301	International Financial Management	
BUSI 4359 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )]	Business Strategy	3
<b>Major Specific Courses <sup>2</sup></b>		
BCIS 3334	Programming for Business I	3
BCIS 3344	Programming for Business II	3
BCIS 3347	Data Communications	3
BCIS 3389 [WI ( <a href="https://catalog.tarleton.edu/academicaffairs/">https://catalog.tarleton.edu/academicaffairs/</a> )]	System Analysis and Design	3
BCIS 4301	Database Theory and Practice	3
BCIS 4385	Professional Development Seminar	3
<b>Total Hours</b>		<b>105</b>

### Accelerated MIS/MS Information Systems

BCIS or COSC Electives (3 hours Advanced) <sup>2</sup>		6
BCIS 5000 Level Elective <sup>2</sup>		3
BCIS 5311	Managing Information Systems <sup>2</sup>	3
Elective(s)		3
<b>Total Hours</b>		<b>15</b>

### Cyber Security Concentration and Certificate

BCIS 4320	Computer Forensics	3
BCIS 4342	Ethical Hacking & Network Defense	3
BCIS 4345	Network and Systems Security	3
CRIJ 3315	Rules of Criminal Evidence	3
CRIJ 4353	Global Cyber-Security	3
<b>Total Hours</b>		<b>15</b>

### Information Systems

BCIS or COSC Electives (9 hours Advanced) <sup>2</sup>		12
Elective(s)		3
<b>Total Hours</b>		<b>15</b>

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## Certificate in Cybersecurity

Our Certificate in Cybersecurity, designed for students pursuing a BAAS in Information Technology, BBA in Management Information Systems, or BS in Computer Information Systems, offers a robust curriculum to build expertise in this high-demand field. Core courses include Computer Forensics, Ethical Hacking & Network Defense, Network and Systems Security, Rules of Criminal Evidence, and Global Cyber-Security, providing a comprehensive foundation in the principles and practices of cybersecurity.

This program equips you with the critical knowledge and skills needed to thrive in the ever-evolving cybersecurity landscape, preparing you for success in roles that protect organizations from modern threats.

To learn more and incorporate this valuable credential into your degree plan, work closely with your COB Academic Adviser and take advantage of this opportunity to stand out in today's competitive job market.

CRIJ 3315	Rules of Criminal Evidence	3
BCIS 4320	Computer Forensics	3
BCIS 4342	Ethical Hacking & Network Defense	3
BCIS 4345	Network and Systems Security	3
CRIJ 4353	Global Cyber-Security	3
<b>Total Hours</b>		<b>15</b>

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## Accelerated Program

The MS-Information Systems includes an accelerated option, allowing you to begin your graduate studies early and shortening your time to graduation, saving you money. If interested, you should consider this option early in your 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

In the accelerated program, in your second to last 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. In your final semester, you will take BCIS 5311 plus an additional BCIS graduate elective, to serve as undergraduate electives and also begin work towards your MS in Information Systems program. You should also complete your application to the College of Graduate Studies during your final semester in preparation for admittance into the graduate program.

## 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 course, 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 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.
- **Undergraduate Online Orientation** (<https://tarleton.instructure.com/courses/19004>): The Undergraduate 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.
- **Undergraduate Course Rotations and Advising Guides** (<https://www.tarleton.edu/majorinfo/>): Undergraduate 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. Similarly, Advising Guides help provide learners with guidance as they plan out course sequencing for their program.
- **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\\_dflHuYGPgq8EwJlBdOYJhbXS9ewutrVFGbR-A?e=Eom9Kh](https://tarleton.sharepoint.com/:f/s/COBA-CollegeofBusinessAdministration/EmCXrld_dflHuYGPgq8EwJlBdOYJhbXS9ewutrVFGbR-A?e=Eom9Kh)) (Syllabi prior to the implementation of Simple Syllabus implemented for Spring 2025)

## Questions?

Have more questions? Reach out to one of our advisors at DSPCOB Undergraduate Advisors (<https://www.tarleton.edu/cob/undergraduate-advising/>)!

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## Professors

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

## Associate professors

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

## Assistant professors

- Amin, Dr. M.A. Shariful
- Chen, Dr. Aray
- Flores, Dr. Javier
- To, Dr. Rita

## Instructor

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

## Adjuncts

- Holland, Ms. Jana
- Finch, Dr. James
- Shaw, Mr. Cory
- Rasmussen, Mr. Clay

## Business Computer Information Systems Courses

### **BCIS 1305. Business Computer Applications. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Introduces and develops foundational skills in applying essential and emerging business productivity information technology tools. The focus of this course is on business productivity software applications, including word processing, spreadsheets, databases, presentation graphics, data analytics, and business-oriented utilization of the internet.

### **BCIS 1317. Personal Computer Maintenance and Hardware. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

An enhanced study of technology and hardware operation of microcomputers, their peripherals, and operating systems. Also considered are hardware configuration and selection, installation, test procedures, and maintenance.

### **BCIS 3302. Database and Data Management for Small Businesses. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Studies relational database packages. In addition, students improve their knowledge and skill with a current personal computer operating system.

### **BCIS 3315. Web Development. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Students will explore the underlying technical foundations of web design and programming. Emphasis will be placed on HTML and CSS coding as well as principles of client side scripting languages such as Javascript.

### **BCIS 3332. Java Programming. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A first course in the Java programming language. Covers the basic structure of Java, all standard features, data representation, and simple I/O. Students will analyze and program several representative programs.

### **BCIS 3333. C# Programming. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A first course in the C# programming language. Covers the basic structure of C#, all standard features, data representation, and simple I/O. Students will analyze and program several representative problems.

### **BCIS 3334. Programming for Business I. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A first course in programming with a business focus. Covers the basic structures of programming, all standard features, data representation, and simple I/O. Students will analyze and develop programs relevant to business applications.

### **BCIS 3342. Advanced Java Programming. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

An advanced course in the Java programming language. Covers advanced Java capabilities such as class features, error handling, graphical user interfaces, applets, and advanced object-oriented programming techniques. Students will analyze and program several representative problems. Prerequisite: BCIS 3332 or BCIS 3333 or approval of department head.

### **BCIS 3343. Advanced C# Programming. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Advanced programming using the C# programming language to create Windows applications in an Internet and intra-network environment. Explores object-oriented design, client-server interaction, event-driven programming, graphical user interfaces, distributed data, and distributed applications. Prerequisite: BCIS 3332 or BCIS 3333 or approval of department head.

### **BCIS 3344. Programming for Business II. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A second course in programming with a business focus. Expands on foundational programming concepts with advanced paradigms, modular design, and domain-specific tools. Covers object-oriented and functional programming, design patterns, and emerging business technologies. Students will design, implement, and analyze complex software solutions for business needs. Prerequisite: BCIS 3334 or BCIS 3332 or BCIS 3333.

### **BCIS 3347. Data Communications. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A study of voice and data communications technologies, concepts, and applications, including communications terminology, hardware, software, protocols, and managerial issues in data and voice communications. Topics will include alternatives available in hardware, software, and transmission facilities, design integration, selection and implementation of communications solutions. In addition, students will explore the current and future impact and direction of these technologies.

### **BCIS 3389. System Analysis and Design. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours). [WI (<https://catalog.tarleton.edu/academicaffairs/>)]**

A study of the systematic analysis, design, and implementation of software systems with special emphasis on the processes and skills used in the first four stages of the System Development Life Cycle. Traditional and current methodologies, including computer aided analysis and design tools will be considered. Topics will be approached through project-oriented cases and projects, which integrate theory and practical application. Prerequisite: BCIS 3332 or BCIS 3333 or BCIS 3334.

### **BCIS 4084. Internship. 1-6 Credit Hours (Lecture: 0 Hours, Lab: 1-20 Hours).**

Preapproved and supervised work experience in a Computer Information Systems related position with a public or private business organization. May be repeated for a total of 6 hours credit. Prerequisite: Approval of department head.

### **BCIS 4086. Problems. 1-3 Credit Hours (Lecture: 1-3 Hours, Lab: 0-0 Hours).**

Selected individual topics in business on technical computer applications, practicum, field project, or other suitable computer studies. May be repeated for a maximum of 6 semester hours credit. Prerequisites: Approval of instructor and department head.

**BCIS 4090. Special Topics in Computer Information Systems. 1-3 Credit Hours (Lecture: 1-3 Hours, Lab: 0-0 Hours).**

An examination of current topics in computer information systems. Readings required from current computer information systems publications and other related periodicals. May be repeated for credit when topics vary. Prerequisite: 9 hours in BCIS.

**BCIS 4301. Database Theory and Practice. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Database concepts and structures. File and data management principles underlying database construction. Fundamental types of database models, with emphasis on relational databases as well as on major non-relational forms. Practice in analysis, design, development, and optimization of working database applications on a variety of problems. Small and large system databases will be considered. Prerequisite: BCIS 3332 or BCIS 3333 or BCIS 3334 or COSC 3360.

**BCIS 4308. Advanced Programming Language. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

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

**BCIS 4315. Interactive and Applied Multimedia. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

An exploration of multimedia tools and their relationships to various disciplines of study. A review of the principles of multimedia and the effective uses of multimedia will be conducted. The production and design of multimedia systems will culminate the course of study.

**BCIS 4316. Managing IT Projects. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course explores the fundamentals of managing IT projects based on the Project Management Body of Knowledge developed by the Project Management Institute. Specifically, the course will focus on exploring the knowledge, skills, tools, and techniques used by an IT project manager to manage multiple project constraints with special emphasis on the triple constraints of scope, time, and costs. Prerequisite: BCIS 1305 and BCIS 3389.

**BCIS 4320. Computer Forensics. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course will examine the principles and practice of conducting computer forensics investigations for both criminal and business application. Students will apply investigative methods to properly conduct a computer forensics investigation beginning with a discussion of ethics. Students will examine and use various technologies, software and procedures applicable to forensic investigation. The course will also cover the legal responsibilities and key evidentiary procedures necessary to conduct the computer forensics process. Students should have a working knowledge of hardware and operating systems to maximize their success on projects and exercises in this course. Prerequisite: Junior Standing or the approval of the instructor or department head.

**BCIS 4342. Ethical Hacking & Network Defense. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Introduces intrusion security testing as a method for improving network defense to computer users with a solid grounding in computer and networking basics. Students will learn how to identify network security vulnerabilities by employing the techniques and software normally used by hackers to compromise networks. Students will then learn the process of determining the best practices in how to secure those vulnerabilities. Topics will include the mission and limitations of security and penetration testers along with the legal ramifications and restrictions involved. Students will be study the various methods of hackers, operating systems threats for Windows and UNIX based systems, cryptography, and modern network protection systems. Prerequisite: Junior standing or approval of instructor or department head.

**BCIS 4345. Network and Systems Security. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Studies the issues of Network and Systems Security as a continuous process involving analysis, implementation, evaluation and maintenance. Topics will include addressing computer-related risks, case analysis, and future trends. The course will provide approaches, techniques, and best practices for securing modern electronic data systems. Areas covered include electronic information and message security, database and file integrity, physical security, security management, security risk analysis, and encryption. Prerequisite: BCIS 3347 or approval of department head.

**BCIS 4347. Advanced Database Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Studies the theory and practice in the analysis, design, development, implementation, and optimization of working database applications on a variety of problems focusing on topics such as database administration. Prerequisite: BCIS 4301 or approval of instructor or department head.

**BCIS 4350. Management Information Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course investigates management issues related to business information systems designed to meet the informational needs of the various business subsystems. The concepts of systems development, security, privacy and ethics associated with information systems are stressed. Prerequisite: BCIS 1305.

**BCIS 4352. Structured Query Language. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A study of SQL, including relational database schema in SQL, formulating SQL queries and sub queries of varying complexity, embedding SQL statements in a host language, defining and querying data views in SQL, and other related topics. Prerequisite: BCIS 4301 or approval of instructor or department head.

**BCIS 4355. Global Information Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A study of the international issues surrounding the planning, implementation, and management of global information systems. Topics covered include development and planning of offshoring programs, cultural aspects of information systems development and deployment and legal issues of global information systems. Prerequisite: Junior Standing.

**BCIS 4376. Network Administration. 3 Credit Hours (Lecture: 3 Hours, Lab: 2 Hours).**

Studies communications architectures, protocols, and interfaces as they relate to network operating systems. Topics will include communications networking techniques such as circuit switching, packet switching, broadcast networking and internetworking. Also included will be installation, configuration, client handling, basic security, and troubleshooting of a network operating system. A modern network operating system will be used to provide extensive hands-on experience in configuring and administering a network. Prerequisite: BCIS 3347 or approval of instructor or department head Lab fee: \$2.

**BCIS 4379. The Technology of E-Business. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

This course examines the linkage of organizational strategy and electronic methods of delivering products, services and exchanges in inter-organizational, national, and global environments. Information technology strategy and technological solutions for enabling effective business processes within and between organizations in a global environment are considered.

**BCIS 4385. Professional Development Seminar. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Professional-level enrichment for CIS majors with activities which may include participation in professional organizations, current events, research and presentations, job market analysis, interviewing and resume preparation. Prerequisite: 24 hours of BCIS/CIS courses or approval of department head.

## Marketing Courses

**MKTG 2314. Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Examination of the principles and concepts of marketing goods, services, and intangibles by profit and non-profit organizations in a free enterprise and global economy.

**MKTG 3312. Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Examination of the principles and concepts of marketing goods, services, and intangibles by profit and non-profit organizations in a free enterprise and global economy.

**MKTG 3315. Personal Selling. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A study of the role and function of personal selling as a part of the marketing mix. Techniques in identifying and locating prospective customers, approaching the prospect, presentation, and demonstrations of products and services, closing the sale, and servicing customer accounts are covered in theory and practice. Prerequisite: MKTG 2314 or MKTG 3312.

**MKTG 3316. Consumer Behavior. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Acquaints students with individual and group behavior of people performing in consumer role. Considers such topics as buying motives, social class, and research techniques in consumer behavior. Prerequisite: MKTG 2314 or MKTG 3312.

**MKTG 3317. Retailing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Fundamental operations of retailing, studying of buying practices, pricing, store locations and layout, sales promotions, personnel management, and stock control. Designed to aid the student seeking a general knowledge of the retail field as well as those specializing in Marketing. Prerequisite: MKTG 2314 or MKTG 3312.

**MKTG 3318. Promotional Strategy. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

The study of a controlled, integrated program of promotional variables. Designed to present a company and its products to prospective customers; to promote need-satisfying attributes of products toward the end of facilitating sales and long-run performance. Prerequisite: MKTG 2314 or MKTG 3312.

**MKTG 4084. Internship. 1-6 Credit Hours (Lecture: 0 Hours, Lab: 1-20 Hours).**

Preapproved and supervised work experience in a marketing related position with a public or private business organization. May be repeated for a total of 6 hours credit. Prerequisite: Either MKTG 2314 or MKTG 3312, and approval of Department Head.

**MKTG 4086. Problems. 1-3 Credit Hours (Lecture: 0 Hours, Lab: 1-3 Hours).**

A directed study of selected problems in marketing. May be repeated with approval of the department head. Prerequisites: Approval of instructor and Department Head.

**MKTG 4090. Special Topics in Marketing. 1-3 Credit Hours (Lecture: 1-3 Hours, Lab: 0 Hours).**

An examination of current topics in marketing. Readings required from current marketing publications and other related periodicals. May be repeated for credit when topics vary. Prerequisite: 9 hours of MKTG.

**MKTG 4302. Services Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Introduce the student to the service environment. An in-depth analysis of the most successful service-oriented industries and firms within the world's fastest-growing economic sector will be presented. Prerequisite: MKTG 2314 or MKTG 3312.

**MKTG 4312. Sales Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Administration of an effective sales force, including strategy, planning, recruiting, training, motivating, coordinating, leading, and directing sales forces at all levels of marketing enterprises. Prerequisites: Either MKTG 2314 or MKTG 3312, and MKTG 3315.

**MKTG 4314. Supply Chain and Logistics Concepts. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Explore key business concepts, issues and decisions required for the organization and management of supply chains within the global marketplace. Supply Chain Management involves planning and coordinating the value-added activities and flow of materials, finished goods and information. Supply chain organizations participate in the product fulfillment process so that products are distributed to customers in the right quantity, time, and at the lowest cost subject to customer expectation and other service requirements. Prerequisite: MKTG 2314 or MKTG 3312.

**MKTG 4315. Marketing Research. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

Familiarizes students with the accurate, objective, and systematic gathering, recording, and analyzing of data about problems relating to marketing goods and services. Prerequisites: Either MKTG 2314 or MKTG 3312, and either BUSI 2305 or BUSI 3311.

**MKTG 4316. Marketing Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

The application of strategic planning and management of all functional aspects of the marketing operation of an enterprise using comprehensive analytical methods and an integrated marketing mix. Prerequisites: Either MKTG 2314 or MKTG 3312, and 6 hours of upper level MKTG.

**MKTG 4354. International Marketing. 3 Credit Hours (Lecture: 3 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. Prerequisite: MKTG 2314 or MKTG 3312.

**MKTG 4385. Seminar in Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).**

A study of selected topics dealing with problems or unique needs of Marketing. May be repeated for credit as topics vary. Prerequisite: Approval from instructor & department head.

**MKTG 4389. Global Marketing Practices. 3 Credit Hours (Lecture: 3 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. Student may complete a maximum of six hours of COBA sponsored study abroad toward degree completion. Field assignment fee of \$50. Prerequisites: Either MKTG 2314 or MKTG 3312, or approval of instructor and department head.