

MKT 317 Services Marketing (3 crs)

Over half of the GNP in the U.S. comes from service related businesses. Nonprofit organizations (schools, hospitals, churches, etc.) view marketing as an increasingly important function. This course applies marketing principles and techniques to the unique needs of these organizations. Prerequisite: MKT 211.

MKT 323 Marketing and Electronic Commerce (3 crs)

In this course, students will learn the application of marketing mix (i.e. product, price, distribution and promotion) decisions to electronic commerce. Students will also gain an insight in consumer behavior regarding the use of electronic commerce in purchase decisions. Prerequisite: MKT 211.

MKT 373/374 Internship in Marketing (3 crs)

A structured learning experience during which the student will apply and expand his/her academic business knowledge by participating in a functioning organization. Prerequisite: Permission.

MKT 420 Marketing Strategies (3 crs)

The study of essential aspects of effective marketing strategy formulation and implementation. An appreciation of the complexity of managerial decision-making will be stressed. Emphasis will be on case studies to more fully demonstrate segmentation, targeting, positioning and other marketing mix strategies. Prerequisite: MKT 211; senior standing.



Catholic Studies

Contact Person: Robert J. Phillips, Ph.D.

The goal of this program is to deepen the awareness and understanding of Catholic Intellectual Tradition. Catholic Studies includes the contributions of Catholic reflection and practice, but extends beyond theology, church history, morality and liturgy. In particular, students will investigate the Catholic Intellectual Tradition from the distinct perspectives of art and music, literature, politics and social justice.

Requirements for Catholic Studies Minor

A Catholic Studies minor must complete the following courses:

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| CST 201 | The Catholic Vision | (3 crs) |
| CST 301 | Classics of the Catholic Intellectual Tradition | (3 crs) |
| | | <u>(6 crs)</u> |

The minor is completed by taking one course in each of the following areas:

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|------------------------|-----------------|
| Humanities | (3 crs) |
| Social Science | (3 crs) |
| Theology or Philosophy | (3 crs) |
| Elective | (3 crs) |
| | <u>(12 crs)</u> |

Note: While students will be encouraged to take RST 107 (Catholicism), it is not required for the minor

Special Note on Catholic Studies Minor

The minor in Catholic Studies requires 18 hours and is earned by completing a six-credit core and 12 hours of elective credit that reflects the interdisciplinary nature of the Catholic Intellectual Tradition.

Course Descriptions

CST 201 The Catholic Vision (3 crs)

This course serves as an orientation to the minor. The course identifies what is distinctive about the Catholic vision and so will examine such fundamental issues as: the principle of sacramentality, the relationship of the person to the common good, the centrality of morality, the relationship of faith and reason, as well as a philosophy of the human person before God. This course is comprised of material drawn from the humanities, the natural and social sciences and theology.

CST 301 Classics of the Catholic Intellectual Tradition I (3 crs)

This course is a seminar that examines a seminal thinker and/or classic works in the Catholic Intellectual Tradition.