Department of Marketing

The Department of Marketing offers a Bachelor of Business Administration (B.B.A.) degree in Marketing and a Minor in Marketing. In addition, the Department offers a B.B.A. degree in Sport, Event and Tourism Management.

The marketing degree provides students with the theory and methods used by businesses to develop strategies for designing, pricing, distributing, and promoting the firm’s offerings. Courses present practical treatment of such topics as marketing strategy, customer demand analysis, market segmentation, promotion management, consumer behavior and decision making, and international marketing. Graduates can choose from a wide range of careers including marketing management, advertising, personal selling, retailing, international marketing, and marketing research.

The Minor in Marketing is available only to students pursuing a B.B.A. degree.

The sport, event, and tourism management degree provides the opportunity for a comprehensive business education that can allow students to enter into careers in sport management and marketing, event management, travel and tourism, and destination marketing.

Department Honors

The Department of Marketing offers the opportunity for certain of its outstanding students to achieve the designation of Honors in Marketing and provides the opportunity for advanced study under close faculty supervision.

Selection for honors designation is based on the student’s academic performance and recommendation by the Department Undergraduate Program Committee (UPC) in consultation with the Marketing faculty. To be eligible for the designation, students must have a minimum overall grade point average of 3.0 at UTSA and a minimum grade point average of 3.5 in their major at UTSA. To enroll in honors thesis courses and to graduate with the honors designation, these minimum grade point averages must be maintained. Students applying for Honors in Marketing are expected to enroll in the appropriate honors thesis course during their final two semesters. The completed thesis must be approved by a supervising faculty sponsor in Marketing and the UPC. Students interested in this program should contact the UPC through the Department of Marketing office for additional information. Department Honors can be attained independent of, or in addition to, University Honors. In order to have departmental honors noted on the transcript, students must submit a letter of request for departmental honors to the Department Chair by Census Date of their last semester.

• Bachelor of Business Administration Degree in Marketing (p. 1)
• Bachelor of Business Administration Degree in Sport, Event and Tourism Management (p. 3)

Bachelor of Business Administration Degree in Marketing

The minimum number of semester credit hours required for this degree is 120, at least 39 of which must be at the upper-division level.

All candidates seeking this degree must fulfill the Core Curriculum requirements, the Common Body of Knowledge (CBK) requirements, and the degree requirements, which are listed below.

Core Curriculum Requirements (42 semester credit hours)

Students seeking the Bachelor of Business Administration degree in Marketing must fulfill University Core Curriculum requirements in the same manner as other students. The courses listed below satisfy both degree requirements and Core Curriculum requirements; however, if these courses are taken to satisfy both requirements, then students may need to take additional courses in order to meet the minimum number of semester credit hours required for this degree.

MAT 1033 should be used to satisfy the core requirement in Mathematics. ECO 2023 should be used to satisfy the core requirement in Social and Behavioral Sciences.

All degrees in the College of Business require 120 hours. If students elect to take a course that satisfies both a Core and COB requirement, students may need to take an additional course to meet the 120 hours.

Core Curriculum Component Area Requirements (http://catalog.utsa.edu/undergraduate/bachelorsdegreeeregulations/degreerequirements/corecurriculumcomponentarearequirements)

| First Year Experience Requirement | 3 |
| Communication | 6 |
| Mathematics | 3 |
| Life and Physical Sciences | 6 |
| Language, Philosophy and Culture | 3 |
| Creative Arts | 3 |
| American History | 6 |
| Government-Political Science | 6 |
| Social and Behavioral Sciences | 3 |
| Component Area Option | 3 |
| Total Credit Hours | 42 |

Common Body of Knowledge (CBK)

All students seeking a B.B.A. degree in the College of Business must complete the following Common Body of Knowledge (CBK) courses in addition to the Core Curriculum.

ACC 2013 Principles of Accounting I 3
ACC 2033 Principles of Accounting II 3
BLW 3013 Business Law 3
COM 1053 Business and Professional Speech 3
ECO 2013 Introductory Macroeconomics 3
ECO 2023 Introductory Microeconomics (satisfies Social and Behavioral Sciences Core Curriculum requirement) 3
FIN 3014 Principles of Business Finance 4
GBA 2013 Social and Ethical Issues in Business 3
IS 1403 Business Information Systems Fluency 3
IS 3003 Principles of Information Systems for Management 3
MAT 1033 Algebra with Calculus for Business (satisfies Mathematics Core Curriculum requirement, Actuarial Science majors must take MAT 1214 in lieu of MAT 1033) 3
Course Sequence Guide for B.B.A. Degree in Marketing

This course sequence guide is designed to assist students in completing their UTSA undergraduate business degree requirements. This is a term-by-term sample course guide. Students must satisfy other requirements in their catalog and meet with their academic advisor for an individualized degree plan. Progress within this guide depends upon such factors as course availability, individual student academic preparation, student time management, work obligations, and individual financial considerations. Students may choose to take courses during Summer terms to reduce course loads during long semesters.

Recommended Four-Year Academic Plan

<table>
<thead>
<tr>
<th>First Year</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td></td>
</tr>
<tr>
<td>AIS 1203</td>
<td>Academic Inquiry and Scholarship (core) 3</td>
</tr>
<tr>
<td>MAT 1033</td>
<td>Algebra with Calculus for Business (core and CBK) 3</td>
</tr>
<tr>
<td>WRC 1013</td>
<td>Freshman Composition I (Q) (core) 3</td>
</tr>
<tr>
<td>American History (core) 3</td>
<td></td>
</tr>
<tr>
<td>Creative Arts (core) 3</td>
<td></td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
</tr>
<tr>
<td>ECO 2023</td>
<td>Introductory Microeconomics (core and CBK) 3</td>
</tr>
<tr>
<td>COM 1053</td>
<td>Business and Professional Speech (CBK) 3</td>
</tr>
<tr>
<td>IS 1403</td>
<td>Business Information Systems Fluency (CBK) 3</td>
</tr>
<tr>
<td>WRC 1023</td>
<td>Freshman Composition II (Q) (core) 3</td>
</tr>
<tr>
<td>American History (core) 3</td>
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</tbody>
</table>

<table>
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<tr>
<th>Second Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td></td>
</tr>
<tr>
<td>ACC 2013</td>
<td>Principles of Accounting I (CBK) 3</td>
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<td>ECO 2013</td>
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<td>Business Statistics with Computer Applications I (CBK) 3</td>
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<td>Language, Philosophy &amp; Culture (core) 3</td>
<td></td>
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<td>Life &amp; Physical Sciences (core) 3</td>
<td></td>
</tr>
<tr>
<td>Evaluated for Admission to the College of Business</td>
<td></td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
</tr>
<tr>
<td>ACC 2033</td>
<td>Principles of Accounting II (CBK) 3</td>
</tr>
<tr>
<td>MGT 3003</td>
<td>Business Communication and Professional Development (CBK) 3</td>
</tr>
<tr>
<td>MS 3043</td>
<td>Business Statistics with Computer Applications II (CBK) 3</td>
</tr>
<tr>
<td>Life &amp; Physical Sciences (core) 3</td>
<td></td>
</tr>
<tr>
<td>Government - Political Science (core) 3</td>
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</tbody>
</table>

<table>
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<tr>
<th>Third Year</th>
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</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td></td>
</tr>
<tr>
<td>GBA 2013</td>
<td>Social and Ethical Issues in Business (CBK) 3</td>
</tr>
<tr>
<td>IS 3003</td>
<td>Principles of Information Systems for Management 3</td>
</tr>
<tr>
<td>MKT 3013</td>
<td>Principles of Marketing (CBK) 3</td>
</tr>
</tbody>
</table>

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following degree requirements.

**Gateway Course**

Students pursuing the B.B.A. degree in Marketing must successfully complete the following Gateway Course with a grade of “C-” or better in no more than two attempts. A student who is unable to successfully complete this course within two attempts, including dropping the course with a grade of “W” or taking an equivalent course at another institution, will be required to change his or her major.

**Degree Requirements**

**A. Required upper-division courses in the major**

- MKT 3083 Marketing Research 3
- MKT 4073 International Marketing 3
- MKT 4093 Consumer Behavior 3
- MKT 4893 Marketing Capstone 3

9 semester credit hours of upper-division (3000-4000 level) Marketing (MKT) electives

**B. Support work within the College of Business**

Select one of the following: 3

- ACC 3123 Cost Analysis
- ECO 3033 Economics of Managerial Decisions
- ECO 3053 Intermediate Macroeconomics
- FIN 3033 Principles of Investment
- FIN 3313 Money and Banking
- IS 4153 Web Site Development
- MKT 4033 Social Media Marketing
- MKT 4053 New Product Development
- MS 4343 Production/Operations Management
- MS 4543 Supply Chain Management

**C. Lower-division or upper-division business or non-business electives**

Select 5 semester credit hours of lower-division or upper-division business or non-business electives.

Total Credit Hours 29
### Bachelor of Business Administration Degree in Sport, Event and Tourism Management

The minimum number of semester credit hours required for this degree is 120, at least 39 of which must be at the upper-division level.

All candidates seeking this degree must fulfill the Core Curriculum requirements, the Common Body of Knowledge (CBK) requirements, and the degree requirements, which are listed below.

#### Core Curriculum Requirements (42 semester credit hours)

Students seeking the Bachelor of Business Administration degree in Sport, Event and Tourism Management must fulfill University Core Curriculum requirements in the same manner as other students. The courses listed below satisfy both degree requirements and Core Curriculum requirements; however, if these courses are taken to satisfy both requirements, then students may need to take additional courses in order to meet the minimum number of semester credit hours required for this degree.

MAT 1033 should be used to satisfy the core requirement in Mathematics. ECO 2023 should be used to satisfy the core requirement in Social and Behavioral Sciences.

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<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>ACC 2013</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACC 2033</td>
<td>Principles of Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>BLW 3013</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>COM 1053</td>
<td>Business and Professional Speech</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2013</td>
<td>Introductory Macroeconomics</td>
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</tr>
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<td>ECO 2023</td>
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<td>3</td>
</tr>
<tr>
<td>FIN 3014</td>
<td>Principles of Business Finance</td>
<td>4</td>
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<td>GBA 2013</td>
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<td>Principles of Information Systems for Management</td>
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<td>MAT 1033</td>
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</tr>
<tr>
<td>MGT 3003</td>
<td>Business Communication and Professional Development</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3013</td>
<td>Introduction to Organization Theory, Behavior, and Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 4893</td>
<td>Management Strategy (taken in semester of graduation)</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3013</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MS 1023</td>
<td>Business Statistics with Computer Applications I (Actuarial Science majors must take STA 3003 in lieu of MS 1023)</td>
<td>3</td>
</tr>
<tr>
<td>MS 3043</td>
<td>Business Statistics with Computer Applications II (Actuarial Science majors must take STA 3513 in lieu of MS 3043)</td>
<td>3</td>
</tr>
<tr>
<td>MS 3053</td>
<td>Management Science and Operations Technology</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Common Body of Knowledge (CBK)

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<tbody>
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<td>Management Science and Operations Technology</td>
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</table>

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK),
all candidates for the degree must complete the following degree requirements.

**Gateway Course**

Students pursuing the B.B.A. degree in Sport, Event and Tourism Management must successfully complete the following Gateway Course with a grade of “C-” or better in no more than two attempts. A student who is unable to successfully complete this course within two attempts, including dropping the course with a grade of “W” or taking an equivalent course at another institution, will be required to change his or her major.

MAT 1033 Algebra with Calculus for Business

**Degree Requirements**

**A. Required courses in the major**

- SET 2123 Survey of Tourism 3
- SET 3233 Sport Management 3
- SET 3333 Event Management 3

Select four additional sport, event and tourism courses from the following:

- MKT 3063 Personal Selling 3
- MS 4353 Service Operations Management 3
- SET 3283 Sport and Event Media Relations 3
- SET 3313 Sport Tourism and Events 3
- SET 3413 Resort and Club Management 3
- SET 3543 Sports Economics 3
- SET 4233 Sport Facility and Event Management 3
- SET 4543 Destination Marketing 3
- SET 4811 Special Topics in Sport, Event and Tourism Management 3
- SET 4812 Special Topics in Sport, Event and Tourism Management 3
- SET 4813 Special Topics in Sport, Event and Tourism Management 3
- SET 4921 Independent Study in Sport, Event and Tourism Management 3
- SET 4922 Independent Study in Sport, Event and Tourism Management 3
- SET 4923 Independent Study in Sport, Event and Tourism Management 3
- SET 4941 Internship in Sport, Event and Tourism Management 3
- SET 4942 Internship in Sport, Event and Tourism Management 3
- SET 4943 Internship in Sport, Event and Tourism Management 3

Select one of the following:

- ECO 3193 International Economics 3
- ECO 4303 Economics of Developing Countries 3
- FIN 4613 Introduction to International Finance 3
- MGT 4073 International Management 3
- MGT 4083 Comparative International Management Practices 3
- MKT 4073 International Marketing 3

**B. Support work courses within the College of Business**

Select one of the following:

- ECO 3193 International Economics 3
- ECO 4303 Economics of Developing Countries 3
- FIN 4613 Introduction to International Finance 3
- MGT 4073 International Management 3
- MGT 4083 Comparative International Management Practices 3
- MKT 4073 International Marketing 3

**C. Lower-division or upper-division business or non-business electives**

Select 5 semester credit hours of lower-division or upper-division business or non-business electives (the following courses are recommended):

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIN 2441</td>
<td>Management and Organization in Kinesiology and Sports</td>
</tr>
<tr>
<td>KIN 2303</td>
<td>Foundations of Kinesiology</td>
</tr>
<tr>
<td>KIN 3013</td>
<td>Theory of Coaching</td>
</tr>
</tbody>
</table>

**Total Credit Hours** 29

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**Course Sequence Guide for B.B.A. Degree in Sport, Event and Tourism Management**

This course sequence guide is designed to assist students in completing their UTSA undergraduate business degree requirements. This is a term-by-term sample course guide. Students must satisfy other requirements in their catalog and meet with their academic advisor for an individualized degree plan. Progress within this guide depends upon such factors as course availability, individual student academic preparation, student time management, work obligations, and individual financial considerations. Students may choose to take courses during Summer terms to reduce course loads during long semesters.

**Recommended Four-Year Academic Plan**

**First Year**

**Fall**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIS 1203</td>
<td>Academic Inquiry and Scholarship (core)</td>
</tr>
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<td>MAT 1033</td>
<td>Algebra with Calculus for Business (core and CBK)</td>
</tr>
<tr>
<td>WRC 1013</td>
<td>Freshman Composition I (Q) (core)</td>
</tr>
</tbody>
</table>

**Spring**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 2023</td>
<td>Introductory Microeconomics (core and CBK)</td>
</tr>
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<td>COM 1053</td>
<td>Business and Professional Speech (CBK)</td>
</tr>
<tr>
<td>IS 1403</td>
<td>Business Information Systems Fluency (CBK)</td>
</tr>
<tr>
<td>WRC 1023</td>
<td>Freshman Composition II (Q) (core)</td>
</tr>
</tbody>
</table>

**Second Year**

**Fall**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 2013</td>
<td>Principles of Accounting I (CBK)</td>
</tr>
<tr>
<td>ECO 2013</td>
<td>Introductory Macroeconomics</td>
</tr>
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<td>MS 1023</td>
<td>Business Statistics with Computer Applications I (CBK)</td>
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<th>Course</th>
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<tbody>
<tr>
<td>Language, Philosophy &amp; Culture (core)</td>
<td>3</td>
</tr>
<tr>
<td>Life &amp; Physical Sciences (core)</td>
<td>3</td>
</tr>
<tr>
<td>Evaluated for Admission to the College of Business</td>
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**Spring**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 2033</td>
<td>Principles of Accounting II (CBK)</td>
</tr>
<tr>
<td>MGT 3003</td>
<td>Business Communication and Professional Development (CBK)</td>
</tr>
</tbody>
</table>
### Minor in Marketing

The Minor in Marketing is available only to students pursuing a B.B.A. degree. All students pursuing the Minor in Marketing must complete 18 semester credit hours of coursework.

**A. Required coursework**
- MKT 3013. Principles of Marketing. (3-0) 3 Credit Hours.

**B. Additional courses**
Select five of the following courses: 15
- MKT 3043. Advertising
- MKT 3063. Personal Selling

### Minor in Sport Management

The Minor in Sport Management is available only to students pursuing a B.B.A. degree. All students pursuing the Minor in Sport Management must complete 18 semester credit hours of coursework.

**A. Required Courses**
- MGT 3013. Introduction to Organization Theory, Behavior, and Management. 3
- SET 3233. Sport Management. 3
- SET 3283. Sport and Event Media Relations. 3

**B. Elective Courses**
Select three courses from the list below: 9
- MKT 4143. Sports Marketing
- SET 3543. Sports Economics
- SET 4233. Sport Facility and Event Management
- SET 4813. Special Topics in Sport, Event and Tourism Management
- SET 4943. Internship in Sport, Event and Tourism Management

**Total Credit Hours** 18

1. Must be related to sports.
2. Must be related to sports, but can be cross-listed with other majors.

### Marketing (MKT) Courses

- **MKT 3013. Principles of Marketing.** (3-0) 3 Credit Hours.
  Introduction to basic principles of marketing. An examination of market analysis methods and their use to develop the organization’s product mix and the integration of the communication, distribution, and pricing strategies to achieve goals. Generally offered: Fall, Spring, Summer.

- **MKT 3043. Advertising.** (3-0) 3 Credit Hours.
  Prerequisite: MKT 3013 with a grade of "C-" or better. The course stresses planning advertising strategy, developing messages, selecting media, and testing effectiveness. Also explores the theory, history, social and economic aspects, and problems of ethics and truth in advertising. Generally offered: Fall, Spring, Summer.
MKT 3063. Personal Selling. (3-0) 3 Credit Hours.
Prerequisite: MKT 3013 with a grade of "C-" or better. Focuses on professional salesmanship. Fundamentals of persuasive interpersonal communication and buyer motivation are stressed as the foundation to effective selling. (Formerly MKT 3163. Credit cannot be earned for both MKT 3063 and MKT 3163.) Generally offered: Fall, Spring, Summer.

MKT 3083. Marketing Research. (3-0) 3 Credit Hours.
Prerequisites: MKT 3013 with a grade of "C-" or better, MS 1023 or the equivalent, and MS 3043 or the equivalent. Explores the techniques of marketing research as the means to discover opportunities for investing the firm's resources in its product offerings, including research design, sampling, data collection and analysis, and presentation of findings for marketing action. Generally offered: Fall, Spring, Summer.

MKT 3113. Retailing. (3-0) 3 Credit Hours.
Prerequisite: MKT 3013 with a grade of "C-" or better. Examination of retailing as a specialized economic and social institution within the distribution process. Emphasis is on strategy and resource management for the retail firm; critical variables, forces, and processes are examined from a managerial perspective. Generally offered: Fall, Spring, Summer.

MKT 4033. Social Media Marketing. (3-0) 3 Credit Hours.
Prerequisite: MKT 3013 or consent of instructor, Chair and Dean. Advances in social media and the ease of e-commerce have enabled companies to gain instantaneous crucial customer insights. These insights are translated in to better products and services offered by organizations and governments. In this course, students will learn how to construct a set of objectives and a measurement system that will give them vital ROI information. With the crucial data, managers devise a stronger marketing strategy and a specific marketing campaigns (e.g., digital, social, and mobile) to strengthen relationships with customers at every opportunity.

MKT 4053. New Product Development. (3-0) 3 Credit Hours.
Prerequisite: MKT 3013 or consent of instructor, Chair and Dean. New products and services are critical to the success and growth of all organizations. This course covers the entire product development process, from identifying customer needs, to generating concepts, to prototyping and design, to product launch. Participants will also learn how to build business cases to gain venture capital and/or angel funding, as well as protect their inventions with patents and trademarks. Students in the New Product Development course will learn best practice examples from the industry using case studies, and will have an opportunity to apply their knowledge in a team project.

MKT 4063. Multicultural Marketing. (3-0) 3 Credit Hours.
Prerequisites: MKT 3003 and MKT 3013 with a grade of "C-" or better. Highlights marketing opportunities created by consumers whose marketplace choices and behaviors are shaped by their social identities as members of distinctive ethnic, age cohort, sexual orientation, and disability subcultures. Profiles the demographic, geographic, geographic values, lifestyles, media usage, and unique market preferences of each group. Emphasizes best practices in multicultural marketing strategy, and delineates similarities to and differences from international marketing management.

MKT 4073. International Marketing. (3-0) 3 Credit Hours.
Prerequisites: MKT 3003 and MKT 3013 with a grade of "C-" or better. An overview of concepts, processes, and strategies necessary to offer goods and services successfully in the global marketplace. Focus is on analyzing and assessing political, economic, technological, cultural, and competitive climates in global markets; defining the nature of important needs within the consumer and/or business segments of the country; the selection of countries or regions for market expansion strategies; the selection of target customers; and the design of strategies to facilitate market entry and subsequent expansion. Generally offered: Fall, Spring, Summer.

MKT 4093. Consumer Behavior. (3-0) 3 Credit Hours.
Prerequisites: MKT 3003 and MKT 3103 with a grade of "C-" or better. Focus on the customer as a primary consideration in strategic marketing decisions. Analysis of personal and environmental variables in the customer's world as the basis for market segmentation and subsequent formulation of the marketing mix. Generally offered: Fall, Spring.

MKT 4143. Sports Marketing. (3-0) 3 Credit Hours.
Prerequisites: MKT 3003 and MKT 3013 with a grade of "C-" or better. An overview of the marketing concepts, practices, and processes involved in offering and promoting goods and services in the sports industry. Emphasis on developing an understanding of unique aspects of the sports industry and on adapting general marketing principles to the domain of sports marketing. (Formerly MKT 4953 Special Studies in Marketing: Sports Marketing. Credit cannot be earned for both MKT 4143 and MKT 4953 on the same topic.) Generally offered: Fall, Spring.

MKT 4153. Ethics in Marketing. (3-0) 3 Credit Hours.
Prerequisites: MKT 3003 and MKT 3013 with a grade of "C-" or better. Addresses the moral principles behind the operation and regulation of marketing including; advertising, international marketing, internet and social advertising, marketing research, personal selling, pricing and distribution channels, and product management.

MKT 4233. Integrated Marketing Communications. (3-0) 3 Credit Hours.
Prerequisites: MKT 3003 and MKT 3013 with a grade of "C-" or better. Focuses on managing and integrating communication aspects of marketing, including advertising, sales promotion, personal selling, and public relations. Generally offered: Fall, Spring.

MKT 4353. Service Operations Management. (3-0) 3 Credit Hours.
Prerequisites: MKT 3003 and MKT 3013 with a grade of "C-" or better. In-depth examination of operations management practices in service-oriented environments. Subjects embrace materials from operations management, logistics, marketing, economics, and management in a broad spectrum of service organizations. The course looks at strategic concepts in modern service management and presents analytical tools for business decision making. Topics include, but are not limited to, service quality, process design, facility location analysis and site selection, waiting line models, inventory management in services, demand forecasting, workforce scheduling, learning curve models, overbooking, service supply chain, and integrated service operations management. (Same as MS 4353. Credit cannot be earned for both MKT 4353 and MS 4353. Marketing majors cannot take MS 4353 as an upper-division Marketing elective.)
MKT 4763. Real Estate Marketing. (3-0) 3 Credit Hours.  
Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better.  
Focuses on the processes involved in professionally marketing and  
selling real estate. Emphasis is on integrating the four elements of a  
marketing mix – promotion, place, product, and price – and showing  
how they are used within the real estate industry to create marketing  
strategies. (Same as RFD 4763. Credit cannot be earned for both MKT 4763 and RFD 4763. Marketing majors cannot take RFD 4763 as an upper-division Marketing elective.).  

MKT 4893. Marketing Capstone. (3-0) 3 Credit Hours.  
Prerequisites: MGT 3003. MKT 3013 with a grade of "C-" or better,  
senior standing, and 12 additional semester credit hours in marketing.  
Students are also required to meet all University regulations related to  
good academic standing and maintain a minimum grade point average of  
2.0 in UTSA College of Business courses. Approval is obtained through  
the academic advisor. The course focuses on integrating marketing  
functions, processes, and concepts into coherent and effective marketing  
decision making. (Formerly titled “Marketing Strategy.”) Generally offered: Fall, Spring, Summer.  

MKT 4913. Independent Study. (0-0) 3 Credit Hours.  
Prerequisites: A 3.0 College of Business grade point average, MGT 3003, MKT 3013 with a grade of "C-" or better, 9 additional semester credit hours in marketing, senior standing, and permission in writing from the instructor, the Department Chair, and the Dean of the College of Business. See academic advisor for required forms. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor’s degree.  

MKT 4933. Internship in Marketing. (0-0) 3 Credit Hours.  
Prerequisites: MGT 3003, MKT 3013 with a grade of "C-" or better, a  
2.5 UTSA grade point average, 9 additional semester credit hours in  
marketing, and permission in writing from the instructor, the Department Chair, and the Dean of the College of Business. See academic advisor for required forms and additional requirements. The opportunity to gain knowledge through the experiential activities of organizational life. Joint cooperation with business, government, and health science institutions in structuring and monitoring work experience aimed at supplementing the learning process. Opportunities are developed in consultation with the faculty advisor and Department Chair and require approval of both. Internship may be repeated once (for a total of 6 semester credit hours) provided the internships are with different organizations, but only 3 hours may count toward the 21 hours of marketing required for the major. Generally offered: Spring, Summer.  

MKT 4951. Special Studies in Marketing. (1-0) 1 Credit Hour.  
Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better.  
An organized course offering the opportunity for specialized study not normally available as part of the regular course offerings. Could include topics such as marketing channels of distribution, sales management, industrial marketing, current developments in marketing theory, and analysis of ethical, social, and public policy aspects of marketing. May be repeated for credit when topics vary, but not more than 6 semester credit hours will apply to a bachelor’s degree.  

MKT 4953. Special Studies in Marketing. (3-0) 3 Credit Hours.  
Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better.  
An organized course offering the opportunity for specialized study not normally available as part of the regular course offerings. Could include topics such as marketing channels of distribution, sales management, industrial marketing, current developments in marketing theory, and analysis of ethical, social, and public policy aspects of marketing. May be repeated for credit when topics vary, but not more than 6 semester credit hours will apply to a bachelor’s degree. Generally offered: Spring, Summer.  

MKT 4993. Honors Thesis. (0-0) 3 Credit Hours.  
Prerequisite: MGT 3003. Enrollment limited to students applying for  
Honors in Marketing. Supervised research and preparation of an honors  
thesis. May be repeated once for credit with advisor’s approval.  

Sport, Event, and Tourism Management (SET) Courses  

SET 2123. Survey of Tourism. (3-0) 3 Credit Hours.  
Historical development and organizational structure of the tourism  
industry. Emphasis is placed on the inter-relationship between tourist,  
resident, business, and government. (Formerly MKT 2123 and MKT 3123. Credit cannot be earned for more than one of the following: SET 2123, MKT 2123, or MKT 3123.) Generally offered: Fall, Spring.  

SET 3043. Attractions Management. (3-0) 3 Credit Hours.  
Prerequisite: SET 2123. Explores all aspects of managing visitor  
attractions such as amusement parks, theme parks, museums, national  
parks, and heritage sites.  

SET 3233. Sport Management. (3-0) 3 Credit Hours.  
Focuses on allocating resources and managing sport and recreation  
operations. Students will receive an in-depth look at the human resources  
function as it pertains to sport organizations, including recruitment,  
selection, compensation, hiring/ firing, employee training and motivation,  
compliance with state and federal regulations, risk management, and  
community relations. Generally offered: Fall.  

SET 3283. Sport and Event Media Relations. (3-0) 3 Credit Hours.  
Examines the media relations function in sport organizations with a  
special emphasis on the relationships between journalists and sport  
organizations, and the role of information specialists. Media relations  
responsibilities include organizing and managing game/event coverage,  
promoting events, and developing publicity campaigns.  

SET 3313. Sport Tourism and Events. (3-0) 3 Credit Hours.  
Prerequisite: SET 2123. Comprehensive study of the sport travel and  
tourism industry. The industry includes both participatory sport tourism  
(e.g., skiing, golf, and adventure trips) and event-based sport tourism  
(e.g., the Olympics, professional and amateur sports, and World Cup  
soccer). Covers all aspects of sport tourism including economics, finance,  
and marketing.  

SET 3333. Event Management. (3-0) 3 Credit Hours.  
Prerequisite: SET 2123. This course presents the event planning process  
from the inception of an event idea through the development stage,  
planning, and implementation. The model presented in this class pertains  
to all types of events including meetings, festivals, fairs, expos, recreation  
and sport events, fundraisers, etc. with a particular focus on project  
planning, budgeting, and marketing the event. Generally offered: Spring.
SET 3413. Resort and Club Management. (3-0) 3 Credit Hours.
Prerequisite: SET 2123. The management, marketing, and operations of resort and private club properties including hotel resorts, timeshares, casinos, private country clubs, golf and tennis clubs, fitness clubs, and entertainment facilities. Students will get an overview of all aspects of the business and are provided the opportunity to gain an understanding of the differences between profit and nonprofit organizations.

SET 3433. Meetings and Conventions. (3-0) 3 Credit Hours.
Prerequisite: SET 2123. An overview of the meetings and conventions industry. The course introduces students to the basics of association and corporate meetings, including program planning, budgeting, marketing, public relations, food and beverage and hospitality planning, audio visual and transportation coordination, exhibit sales and management, contract and lease negotiations, and human resources.

SET 3543. Sports Economics. (3-0) 3 Credit Hours.
Prerequisite: ECO 2023. This course provides an application of economic theories and principles to the area of sport management. The focus of the course is on the business of professional sports, including competitive balance, player salaries, and the financing of sport facilities. In addition, the course will cover economic issues related to collegiate athletics. (Formerly titled “Economics of Tourism and Leisure.”).

SET 4233. Sport Facility and Event Management. (3-0) 3 Credit Hours.
Prerequisite: SET 3233. Overview of managing a facility used for sports, conventions, and entertainment events. Topics may include conducting feasibility studies, market research, facility design and layout, event bidding, quality assurance, risk management, and event staffing. (Same as FM 4233. Credit cannot be earned for both SET 4233 and FM 4233.) Generally offered: Spring.

SET 4543. Destination Marketing. (3-0) 3 Credit Hours.
Prerequisites: MKT 3013 and SET 2123. Emphasizes a strategic approach to marketing for tourism destinations: communities, regions, attractions, and resorts. Focus is on the optimal planning, development, and positioning in the context of the overall marketing plan. Includes consideration of environmental and resource requirements, as well as tourism’s social and cultural ramifications. (Formerly MKT 4543. Credit cannot be earned for both SET 4543 and MKT 4543. Marketing majors cannot take SET 4543 as an upper-division Marketing elective.) Generally offered: Fall, Spring.

SET 4811. Special Topics in Sport, Event and Tourism Management. (1-0) 1 Credit Hour.
Analysis and discussion of events, issues, and trends affecting management and marketing in the sport, event or tourism industries. May be repeated for credit when topics vary.

SET 4812. Special Topics in Sport, Event and Tourism Management. (2-0) 2 Credit Hours.
Analysis and discussion of events, issues, and trends affecting management and marketing in the sport, event or tourism industries. May be repeated for credit when topics vary.

SET 4813. Special Topics in Sport, Event and Tourism Management. (3-0) 3 Credit Hours.
Analysis and discussion of events, issues, and trends affecting management and marketing in the sport, event or tourism industries. May be repeated for credit when topics vary. Generally offered: Fall.

SET 4921. Independent Study in Sport, Event and Tourism Management. (0-0) 1 Credit Hour.
Prerequisites: Student must have a 3.0 College of Business grade point average and permission in writing from the Tourism instructor, the Department Chair, and the Dean of the College of Business. See the College of Business Undergraduate Advising Center for required forms. The course may require independent research, reading, planning, discussion, and/or writing under the direction of a sponsoring faculty instructor. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a Bachelor of Business Administration degree.

SET 4922. Independent Study in Sport, Event and Tourism Management. (0-0) 2 Credit Hours.
Prerequisites: Student must have a 3.0 College of Business grade point average and permission in writing from the Tourism instructor, the Department Chair, and the Dean of the College of Business. See the College of Business Undergraduate Advising Center for required forms. The course may require independent research, reading, planning, discussion, and/or writing under the direction of a sponsoring faculty instructor. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a Bachelor of Business Administration degree.

SET 4923. Independent Study in Sport, Event and Tourism Management. (0-0) 3 Credit Hours.
Prerequisites: Student must have a 3.0 College of Business grade point average and permission in writing from the Tourism instructor, the Department Chair, and the Dean of the College of Business. See the College of Business Undergraduate Advising Center for required forms. The course may require independent research, reading, planning, discussion, and/or writing under the direction of a sponsoring faculty instructor. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a Bachelor of Business Administration degree.

SET 4941. Internship in Sport, Event and Tourism Management. (0-0) 1 Credit Hour.
Prerequisites: MGT 3003, student must currently have a 2.5 UTSA grade point average, and permission in writing from the sponsoring Tourism instructor, the Department Chair, and the Dean of the College of Business. See the College of Business Undergraduate Advising Center for additional requirements and required forms. The course is designed for students seeking supervised full- or part-time work experience in the sport, event or tourism industries. May be repeated for credit, but not more than 6 semester credit hours of Internship in Tourism will apply to a Bachelor in Business Administration degree.

SET 4942. Internship in Sport, Event and Tourism Management. (0-0) 2 Credit Hours.
Prerequisites: MGT 3003, student must currently have a 2.5 UTSA grade point average, and permission in writing from the sponsoring Tourism instructor, the Department Chair, and the Dean of the College of Business. See the College of Business Undergraduate Advising Center for additional requirements and required forms. The course is designed for students seeking supervised full- or part-time work experience in the sport, event or tourism industries. May be repeated for credit, but not more than 6 semester credit hours of Internship in Tourism will apply to a Bachelor in Business Administration degree.
SET 4943. Internship in Sport, Event and Tourism Management. (0-0) 3 Credit Hours. 
Prerequisites: MGT 3003, student must currently have a 2.5 UTSA grade point average, and permission in writing from the sponsoring Tourism instructor, the Department Chair, and the Dean of the College of Business. See the College of Business Undergraduate Advising Center for additional requirements and required forms. The course is designed for students seeking supervised full- or part-time work experience in the sport, event or tourism industries. May be repeated for credit, but not more than 6 semester credit hours of Internship in Tourism will apply to a Bachelor in Business Administration degree. Generally offered: Fall, Spring, Summer.