

Department of Marketing, Industrial Distribution, and Economics

Interim Chair: Joshua Robinson, Ph.D.

The Department of [Marketing, Industrial Distribution, and Economics](#) supports the mission of the Collat School of Business through the department's majors, minors, certificates, and course offerings. Programs within the department prepare graduates for success through discipline-based theory and real-world applications.

The department houses majors, minors, certificate programs, and courses in marketing, industrial distribution, economics, and legal studies. Below is an overview of each major. Detailed degree requirements are located on the Majors Tab above.

Marketing Major

The major in marketing prepares graduates for a wide range of rewarding and productive careers in business and not-for-profit organizations. Graduates find career opportunities in marketing management, marketing research, supply chain management, professional sales, purchasing, promotion, and advertising. The major is also an excellent foundation for graduate study in marketing, law or an M.B.A. degree. Students select a concentration area to earn the degree. Concentrations are available in **Marketing Management** and **Digital Marketing**.

Economics Major

The major in economics provides graduates with a solid foundation in economic analysis and decision making through classroom and practical experience. Our graduates enjoy success in a variety of career paths in business and government. Also, this major provides excellent training for those planning to pursue advanced degrees in economics, law, or business. Economics majors select a concentration in **Economic Analysis and Policy** or **Mathematical Economics** depending on their specific interests.

Distribution Major

The Charles & Patsy Collat Distribution Program is one of a small number of such programs in the world that prepares graduates for technical sales, operations, logistics, marketing and purchasing positions specifically for industrial, technical and medical firms. This challenging and engaging program provides focused education in the industrial / technical sector as well a concentration in Medical Equipment and Supplies.

Major in Marketing

The objective of the major in marketing is to prepare students for a wide range of marketing positions in both business and not-for-profit organizations and to place our graduates in rewarding and productive careers. Graduates find career opportunities in marketing management, marketing research, supply chain management, professional sales, purchasing, promotion, and advertising. The major is an excellent foundation for graduate work in marketing, Law School or an

M.B.A. degree. Students select concentrations in Marketing Management or Digital Marketing.

Students must earn at least a grade of **C** in all stated prerequisite courses for the marketing requirements. A minimum 2.0 GPA for all courses applied to the major is also required. At least 15 hours of the major courses must be taken at UAB.

Concentration in Marketing Management

Requirements		Hours
Blazer Core Curriculum		41
Analytics and Technology		
BUS 214	Introduction to Business Statistics	3
BUS 204	Business Analytics Applications	3
or BUS 215	Foundations in Business Analytics	
BUS 201	Introduction to Artificial Intelligence	3
or BUS 203	Working with Data and Disruptive Technologies	
Business Acumen		
BUS 202	Know Your Accounting Numbers	3
BUS 302	Business Foundations: Finance	3
BUS 303	Introduction to Organizational Management and Marketing	3
BUS 304	Operations and Supply Chain Management	3
or BUS 246	Legal Environment of Business	
Communication		
BUS 350	Professional Business Communications	3
or BUS 351	Innovative Communication Strategies	
BUS 361	Storytelling with Data	3
or BUS 360	Business Communication Skills for Professional Presentations	
Professionalism		
BUS 306	Professional Development and Personal Branding	3
BUS 325	Self Leadership and Team Dynamics: Building Professional Excellence	3
The Capstone Experience		
BUS 450	Strategic Management Capstone: Achieving Sustained Competitive Advantage ¹	3
or BUS 495	Business Honors Seminar, I	
Experiential Learning ²		
Marketing Major Courses		21
MK 303	Basic Marketing	
MK 310	Consumer Behavior	
MK 330	Professional Selling	
MK 405	Marketing Analytics	
MK 416	International Marketing	
MK 418	Digital Marketing	
MK 450	Strategic Marketing	
Marketing Management Concentration (choose 2 courses)		6
DB 320	Distribution Management	
MK 406	Brand Management	
MK 423	Emerging Trends in Professional Selling	
MK 425	Advanced Professional Selling	
Business Electives ³		9
General Electives		7
Total Hours		120

¹ Business Honors students take BUS 495.

² All business majors are required to participate in experiential education. This requirement may carry 0-3 credit hours. This

requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your Program: AC 464, BUS 496, DB 495, EC 460, ENT 426, ENT 445, FN 460, IB 495, IS 464, MG 445, MK 425, MK 445. A description of options to satisfy this degree requirement may be accessed here: <http://www.uab.edu/business/home/degrees-certificates/undergraduate/experiential-learning-requirement>. Please see your advisor for specific requirements for your major.

³ Students take 9 hours in Business Courses not required in the major or concentration courses.

Concentration in Digital Marketing

Requirements		Hours
Blazer Core Curriculum		41
Analytics and Technology		
BUS 214	Introduction to Business Statistics	3
BUS 204	Business Analytics Applications	3
or BUS 215	Foundations in Business Analytics	
BUS 201	Introduction to Artificial Intelligence	3
or BUS 203	Working with Data and Disruptive Technologies	
Business Acumen		
BUS 202	Know Your Accounting Numbers	3
BUS 302	Business Foundations: Finance	3
BUS 303	Introduction to Organizational Management and Marketing	3
BUS 304	Operations and Supply Chain Management	3
or BUS 246	Legal Environment of Business	
Communication		
BUS 350	Professional Business Communications	3
or BUS 351	Innovative Communication Strategies	
BUS 361	Storytelling with Data	3
or BUS 360	Business Communication Skills for Professional Presentations	
Professionalism		
BUS 306	Professional Development and Personal Branding	3
BUS 325	Self Leadership and Team Dynamics: Building Professional Excellence	3
The Capstone Experience		
BUS 450	Strategic Management Capstone: Achieving Sustained Competitive Advantage ¹	3
or BUS 495	Business Honors Seminar, I	
Experiential Learning ²		
Marketing Major Courses		
MK 303	Basic Marketing	3
MK 310	Consumer Behavior	3
MK 330	Professional Selling	3
MK 405	Marketing Analytics	3
MK 416	International Marketing	3
MK 418	Digital Marketing	3
MK 450	Strategic Marketing	3
Digital Marketing Concentration		
MK 401	Social Media in Marketing	3
MK 403	Content Marketing for the Digital Age	3
Business Electives ³		9
General Electives		7
Total Hours		120

¹ Business Honors students take BUS 495.

² All business majors are required to participate in experiential education. This requirement may carry 0-3 credit hours. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your program: AC 464, BUS 496, DB 495, EC 460, ENT 426, ENT 445, FN 460, IB 495, MG 445, MK 425, MK 445. Please see your advisor for specific requirements for your major.

³ Take 9 hours in business courses not required in the major or concentration courses.

Major in Distribution

The Charles & Patsy Collat Distribution Program is one of a small number of such programs in the world that prepares graduates for technical sales, operations, logistics, marketing and purchasing positions specifically for industrial, technical and medical firms. This challenging and engaging program provides focused education in the industrial / technical sector as well as a concentration in Medical Equipment and Supplies.

Students must maintain a minimum overall 2.0 GPA in all attempted business courses, and a minimum overall 2.0 GPA in all major courses.

Major in Distribution

Requirements		Hours
Blazer Core Curriculum		41
Analytics and Technology		3
BUS 214	Introduction to Business Statistics	3
BUS 204	Business Analytics Applications	3
or BUS 215	Foundations in Business Analytics	
BUS 201	Introduction to Artificial Intelligence	3
or BUS 203	Working with Data and Disruptive Technologies	
Business Acumen		
BUS 202	Know Your Accounting Numbers	3
BUS 302	Business Foundations: Finance	3
BUS 303	Introduction to Organizational Management and Marketing	3
BUS 304	Operations and Supply Chain Management	3
or BUS 246	Legal Environment of Business	
Communication		
BUS 350	Professional Business Communications	3
or BUS 351	Innovative Communication Strategies	
BUS 361	Storytelling with Data	3
or BUS 360	Business Communication Skills for Professional Presentations	
Professionalism		
BUS 306	Professional Development and Personal Branding	3
BUS 325	Self Leadership and Team Dynamics: Building Professional Excellence	3
The Capstone Experience		
BUS 450	Strategic Management Capstone: Achieving Sustained Competitive Advantage ¹	3
or BUS 495	Business Honors Seminar, I	
Experiential Learning ²		
Distribution Major Courses		
DB 320	Distribution Management	3
DB 400	Distribution Analytics	3
DB 410	Creative Solutions in Distribution	3
DB 430	Distribution Operations	3
DB 435	Distribution Policies and Quality Issues	3
DB 445	Distribution: The Professions	3
DB 495	Distribution Directed Studies Practicum ²	3

MK 330	Professional Selling	3
Major Electives (choose 1)		3
MK 423	Emerging Trends in Professional Selling	
MK 425	Advanced Professional Selling	
MK 405	Marketing Analytics	
MK 436	Digital Marketing Analytics	
Business Electives ³		9
General Electives		7
Total Hours		123

¹ Business Honors students take BUS 495.

² All business majors are required to participate in experiential education. This requirement may carry 0 - 3 credit hours. DB 495 satisfies experiential education requirement for this major.

³ Take 9 hours in business courses not applied to major courses.

Major in Distribution with Concentration in Medical Equipment and Supplies

The Medical Equipment & Supplies Concentration integrates specially tailored health care coursework with the Distribution curriculum to prepare graduates for careers in the medical equipment and supplies industry. Emphasis is placed on the structure of the health care industry, medical terminology and medical and health care industry purchasing systems. A unique feature of the Program is the experiential learning opportunities that are designed to give students specific knowledge of the fast growing medical equipment and supplies industry. Medical Distribution students, for example, have opportunities to experience the operating room theater during surgery and witness first-hand the duties and responsibilities of the medical supplier in achieving successful patient outcomes. In combination, the program provides students with the skills necessary for success in a variety of positions in our country's medical supply chain. Graduates have been hired by the top medical manufacturers and distributors in positions such as operations, technical sales, purchasing, and inventory management, among others. In addition, many students have been accepted to medical school, physician's assistant school, and other clinical graduate programs upon graduation from this major.

Requirements		Hours
Grade and GPA Requirement: Students must maintain an overall 2.0 GPA, a 2.0 GPA in all attempted Business courses, and an overall 2.0 GPA in all major courses.		
Blazer Core Curriculum		41
Analytics and Technology		
BUS 214	Introduction to Business Statistics	3
BUS 204	Business Analytics Applications	3
	or BUS 215 Foundations in Business Analytics	
BUS 201	Introduction to Artificial Intelligence	3
	or BUS 203 Working with Data and Disruptive Technologies	
Business Acumen		
BUS 202	Know Your Accounting Numbers	3
BUS 302	Business Foundations: Finance	3
BUS 303	Introduction to Organizational Management and Marketing	3
BUS 304	Operations and Supply Chain Management	3
	or BUS 246 Legal Environment of Business	
Communication		
BUS 350	Professional Business Communications	3
	or BUS 351 Innovative Communication Strategies	

BUS 361	Storytelling with Data	3
	or BUS 360 Business Communication Skills for Professional Presentations	

Professionalism

BUS 306	Professional Development and Personal Branding	3
BUS 325	Self Leadership and Team Dynamics: Building Professional Excellence	3

The Capstone Experience

BUS 450	Strategic Management Capstone: Achieving Sustained Competitive Advantage ¹	3
	or BUS 495 Business Honors Seminar, I	

Experiential Learning ²

Distribution Major Courses

DB 320	Distribution Management	3
DB 400	Distribution Analytics	3
DB 430	Distribution Operations	3
DB 435	Distribution Policies and Quality Issues	3
DB 495	Distribution Directed Studies Practicum	3
MK 330	Professional Selling	3

Medical Equipment Supplies Distribution Concentration Courses **9**

Select Three From The Following: ³

BY 115 & 115L	Human Anatomy and Human Anatomy Laboratory (Cannot be used in Core Area III) ³	
DB 410	Creative Solutions in Distribution	
DB 440	Medical Device Selling	
HCM 330	Health Care Systems	
HCM 350	Medical Terminology for Health Professionals	
MK 401	Social Media in Marketing	
MK 423	Emerging Trends in Professional Selling	
MK 425	Advanced Professional Selling	
PUH 201	Introduction to Public Health	
PUH 202	Introduction to Global Health	

Business Electives ⁴ **9**

General Electives **7**

Total Hours **120**

¹ Business Honors students take BUS 495.

² All business majors are required to participate in experiential education. This requirement may carry 0 - 3 credit hours. DB 495 satisfies experiential education requirement for this major.

³ If BY 115 and BY 115L (Lab) are chosen (4 credit hours total), fewer general elective hours are required.

⁴ Take 9 hours in Business courses not required / applied toward the major course or concentration course requirements.

Major in Economics

The major in economics is designed to provide students with a solid grounding in economic analysis and decision making. These skills allow graduates to follow many career paths in business and government. Also, this major provides excellent training for those planning to pursue graduate work in economics, law, or business. Economics majors select a concentration in **Economic Analysis and Policy** or **Mathematical Economics**.

Concentration in Economic Analysis & Policy

This concentration is suited for students who desire an understanding of the functions of the economy at the micro and macro levels. The analytical skills acquired provide excellent preparation for a variety of

careers in industry and government, as well as graduate studies in law or public policy.

Students must earn a minimum grade of **C** in all stated prerequisite courses for any economics major concentration. A minimum 2.0 GPA in all courses applied to the major is also required. At least 15 hours of these courses must be taken at UAB. The university's course forgiveness policy may be applied to either economics major concentration.

Requirements		Hours
Blazer Core Curriculum		41
Analytics and Technology		
BUS 214	Introduction to Business Statistics	3
BUS 204	Business Analytics Applications	3
or BUS 215	Foundations in Business Analytics	
BUS 201	Introduction to Artificial Intelligence	3
or BUS 203	Working with Data and Disruptive Technologies	
Business Acumen		
BUS 202	Know Your Accounting Numbers	3
BUS 302	Business Foundations: Finance	3
BUS 303	Introduction to Organizational Management and Marketing	3
BUS 304	Operations and Supply Chain Management	3
or BUS 246	Legal Environment of Business	
Communication		
BUS 350	Professional Business Communications	3
or BUS 351	Innovative Communication Strategies	
BUS 361	Storytelling with Data	3
or BUS 360	Business Communication Skills for Professional Presentations	
Professionalism		
BUS 306	Professional Development and Personal Branding	3
BUS 325	Self Leadership and Team Dynamics: Building Professional Excellence	3
The Capstone Experience		
BUS 450	Strategic Management Capstone: Achieving Sustained Competitive Advantage ¹	3
or BUS 495	Business Honors Seminar, I	
Experiential Learning ²		
Economics Major Courses		
EC 304	Intermediate Microeconomics	3
EC 305	Intermediate Macroeconomics	3
EC 409	Econometrics	3
Analysis and Policy Concentration Electives		15
Select five 300-level or higher Economics (EC) courses ³		
Business Electives ⁴		12
General Electives		7
Total Hours		120

¹ Business Honors students take BUS 495.

² All business majors are required to participate in experiential education. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your academic advisor: AC 464, AC 474, BUS 496, DB 495, EC 460, FN 460, IB 495, IS 464, MG 445, MK 425, MK 445

³ Each of the five courses applies only once to degree requirements.

⁴ Take 12 hours in business courses not required in the major courses list.

Concentration in Mathematical Economics (and Math Minor)

Students who choose the mathematical economics concentration will earn both a major in economics and a minor in mathematics by taking the required course work. This track is well suited for those students who wish to pursue graduate studies in economics, finance, or any other quantitative discipline. It also provides graduates with excellent preparation for quantitative and analytical careers, such as those in the actuarial science or those in economic consulting.

Students must earn a minimum grade of **C** in all stated prerequisite courses for any economics major concentration. A 2.0 GPA in all courses applied to the major is also required. At least 15 hours of these courses must be taken at UAB. The university's course forgiveness policy may be applied to either economics major concentration.

Requirements		Hours
Blazer Core Curriculum ¹		42
Analysis and Technology		
BUS 201	Introduction to Artificial Intelligence	3
or BUS 203	Working with Data and Disruptive Technologies	
MA 485	Probability	3
MA 486	Mathematical Statistics I	3
Business Acumen		
BUS 202	Know Your Accounting Numbers	3
BUS 302	Business Foundations: Finance	3
BUS 303	Introduction to Organizational Management and Marketing	3
BUS 304	Operations and Supply Chain Management	3
or BUS 246	Legal Environment of Business	
Communication		
BUS 350	Professional Business Communications	3
or BUS 351	Innovative Communication Strategies	
BUS 361	Storytelling with Data	3
or BUS 360	Business Communication Skills for Professional Presentations	
Professionalism		
BUS 306	Professional Development and Personal Branding	3
BUS 325	Self Leadership and Team Dynamics: Building Professional Excellence	3
The Capstone Experience		
BUS 450	Strategic Management Capstone: Achieving Sustained Competitive Advantage ²	3
or BUS 495	Business Honors Seminar, I	
Experiential Learning ³		
Economics Major Courses		
EC 304	Intermediate Microeconomics	3
EC 305	Intermediate Macroeconomics	3
EC 409	Econometrics	3
Mathematical Economics Concentration Courses		
Select 5 courses from:		15
Any 300/400 level EC course		
MA 252	Introduction to Differential Equations	
MA 361	Mathematical Modeling	
MA 492	Special Topics in Mathematics	
MA 444	Vector Analysis	
Additional Math Courses		
MA 126	Calculus II	4
MA 227	Calculus III	4

MA 260	Introduction to Linear Algebra	3
General Electives		7
Total Hours		120

- ¹ Students take MA 125 as part of Blazer Core Curriculum.
- ² Business Honors students take BUS 495.
- ³ All business majors are required to participate in experiential education. This requirement may carry 0-3 credit hours. This requirement may be met by satisfactory completion of one of the following courses or other course/project approved by your Program: AC 464, BUS 496, DB 495, EC 460, ENT 445, FN 460, IB 495, IS 464, MG 445, MK 425, MK 445. A description of options to satisfy this degree requirement may be accessed here: <http://www.uab.edu/business/home/degrees-certificates/undergraduate/experiential-learning-requirement>. Please see your advisor for specific requirements for your major.

Proposed Program of Study for a Major in Marketing - Marketing Management Concentration

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
BUS 101 or 102		3 BUS 246	3
Blazer Core: Creative Arts		3 Blazer Core: Reasoning	3
Blazer Core: Quantitative Literacy ¹		3 Blazer Core: Communicating in the Modern World	3
Blazer Core: History & Meaning		3 Blazer Core: Natural Science (with laboratory)	4
		15	16
Sophomore			
First Term	Hours	Second Term	Hours
EC 210		3 EC 211	3
BUS 202		3 BUS 214	3
BUS 350 or 351		3 BUS 201 or 203	3
Blazer Core: City as Classroom		3 BUS 303	3
Blazer Core: Natural Science (with laboratory)		4 BUS 361 or 360	3
		16	15
Junior			
First Term	Hours	Second Term	Hours
MK 303 ²		3 BUS 302	3
BUS 204 or 215		3 DB 320 (or MK 406 or MK 423 or MK 425)	3
BUS 306		3 MK 330	3
BUS 325		3 MK 310	3
Elective ¹		3 Elective ²	3
		15	15
Senior			
First Term	Hours	Second Term	Hours
MK 416		3 MK 450	3
MK 418		3 BUS 450 or 495 ³	3
MK 403		3 Elective ³	3
Experiential Requirement		3 Elective ³	3

DB 320 (or MK 406 or MK 423 or MK 425)	3 Elective ²	3
Experiential Requirement	3 Elective ²	3
Elective ¹	3 Elective ²	1
		15
		13

Total credit hours: 120

- ¹ Students select from: MA 105, MA 106, MA 107, MA 110, MA 125, or MA 126.
- ² Students must take 9 hours in Business Course electives.
- ³ Business Honors students take BUS 495.

Proposed Program of Study for a Major in Marketing - Digital Marketing Concentration

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
BUS 101		3 BUS 246	3
Blazer Core: Quantitative Literacy ¹		3 Blazer Core: Reasoning	3
Blazer Core: Creative Arts		3 Blazer Core: Communicating in the Modern World	3
Blazer Core: History & Meaning		3 Blazer Core: Natural Science (with laboratory)	4
		15	16
Sophomore			
First Term	Hours	Second Term	Hours
EC 210		3 EC 211	3
BUS 202		3 BUS 214	3
BUS 350 or 351		3 BUS 201 or 203	3
Blazer Core: City as Classroom		3 BUS 303	3
Blazer Core: Natural Science (with laboratory)		4 BUS 361 or 360	3
		16	15
Junior			
First Term	Hours	Second Term	Hours
MK 303 ²		3 BUS 302	3
BUS 204 or 215		3 MK 310	3
BUS 306		3 MK 401	3
BUS 325		3 MK 330	3
Elective ³		3 Elective ³	3
		15	15
Senior			
First Term	Hours	Second Term	Hours
MK 416		3 MK 450	3
MK 418		3 BUS 450 or 495 ²	3
MK 403		3 Elective ³	3
Experiential Requirement		3 Elective ³	3

Elective ²	3 Elective ³	1
15		13

Total credit hours: 120

¹ Students select from: MA 105, MA 106, MA 107, MA 110, MA 125, or MA 126.

² Business Honors students take BUS 495.

³ Students must take 9 hours in Business Course electives.

Proposed Program of Study for a Major in Industrial Distribution

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
BUS 101		3 EC 210	3
Blazer Core: Quantitative Literacy ¹		3 Blazer Core: Reasoning	3
Blazer Core: History and Meaning		3 Blazer Core: Scientific Inquiry	4
Blazer Core: Creative Arts		3 Blazer Core: Communication in the Modern World	3
	15		16
Sophomore			
First Term	Hours	Second Term	Hours
EC 211		3 BUS 204 or 215	3
Blazer Core: Scientific Inquiry		4 BUS 303	3
Blazer Core: City as Classroom		3 BUS 350 or 351	3
BUS 202		3 BUS 306	3
BUS 214		3 BUS 246 or 304	3
	16		15
Junior			
First Term	Hours	Second Term	Hours
DB 320 ²		3 BUS 201 or 203	3
BUS 361 or 360		3 DB 430	3
MK 330		3 DB 495	3
BUS 325		3 Elective ³	3
BUS 302		3 Elective ³	3
	15		15
Senior			
First Term	Hours	Second Term	Hours
DB 400		3 BUS 450 or 495 ²	3
DB 410		3 DB 435	3
DB 445		3 Elective ³	3
MK 423 (or MK 425, or MK 405, or MK 436)		3 Elective ³	3
Elective ²		3 Elective ³	1
	15		13
Total credit hours: 120			

¹ Students select from: MA 105, MA 106, MA 107, MA 110, MA 125, or MA 126.

² Business Honors students take BUS 495.

³ Students must take 9 hours in Business Course electives.

Proposed Program of Study for a major in Industrial Distribution with a Concentration in Medical Equipment and Supplies Distribution

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
BUS 101		3 EC 210	3
Blazer Core: Quantitative Literacy ¹		3 Blazer Core: Communication in the Modern World	3
Blazer Core: History and Meaning		3 Blazer Core: Reasoning	3
Blazer Core: Creative Arts		3 Blazer Core: Scientific Inquiry	4
	15		16
Sophomore			
First Term	Hours	Second Term	Hours
EC 211		3 BUS 204 or 215	3
Blazer Core: Scientific Inquiry		4 BUS 303	3
Blazer Core: City as Classroom		3 BUS 350 or 351	3
BUS 202		3 BUS 306	3
BUS 214		3 BUS 246 or 304	3
	16		15
Junior			
First Term	Hours	Second Term	Hours
DB 320 ²		3 BUS 201 or 203	3
BUS 302		3 DB 430	3
BUS 361 or 360		3 DB 495	3
MK 330		3 Elective ³	3
BUS 325		3 Elective ³	3
	15		15
Senior			
First Term	Hours	Second Term	Hours
DB 400		3 DB 435	3
Concentration Option		3 BUS 450 or 495 ²	3
Concentration Option		3 Elective ³	3
Concentration Option		3 Elective ³	3
Elective ²		3 Elective ³	1
	15		13
Total credit hours: 120			

¹ Students select from: MA 105, MA 106, MA 107, MA 110, MA 125, or MA 126.

² Business Honors students take BUS 495.

³ Students must take 9 hours in Business Course electives.

Proposed Program of Study for a Major in Economics with a Concentration in Analysis and Policy

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
BUS 101		3 EC 210	3
Blazer Core: Quantitative Literacy ¹		3 BUS 246	3
Blazer Core: Creative Arts		3 Blazer Core: Natural Science (with laboratory)	4
Blazer Core: History & Meaning		3 Blazer Core: Reasoning	3
		15	16
Sophomore			
First Term	Hours	Second Term	Hours
BUS 214		3 EC 211	3
BUS 202		3 BUS 303	3
Blazer Core: Communicating in the Modern World		3 BUS 204 or 215	3
Blazer Core: Natural Science (with laboratory)		4 BUS 201 or 215	3
Blazer Core: City as Classroom		3 BUS 201 or 203	3
		BUS 361 or 360	3
		16	18
Junior			
First Term	Hours	Second Term	Hours
BUS 350 or 351		3 EC 409	3
BUS 306		3 EC 305 (offered spring only)	3
BUS 325		3 EC Major Electives	9
BUS 302		3	
EC 304 (offered fall only)		3	
		15	15
Senior			
First Term	Hours	Second Term	Hours
EC Major Elective		3 BUS 450 or 495 ²	3
Experiential Requirement		3 EC Major Elective	3
Elective ³		3 Electives ³	7
Elective ³		3	
		12	13
Total credit hours: 120			

¹ Students select from: MA 105, MA 106, MA 107, MA 110, MA 125, or MA 126.

² Business Honors students take BUS 495.

³ Students must take 12 hours in Business Course electives.

Proposed Program of Study for a Major in Economics with a concentration in Mathematical Economics (and minor in Math)

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
MA 125		4 MA 126	4
BUS 101		3 EC 210	3
Blazer Core: Creative Arts		3 Blazer Core: Natural Science (with lab)	4
Blazer Core: History & Meaning		3	
		16	14
Sophomore			
First Term	Hours	Second Term	Hours
MA 227		4 MA 485	3
EC 211		3 BUS 350 or 351	3
BUS 246		3 BUS 303	3
Blazer Core: Natural Science (with lab)		4 Blazer Core: Communicating in the Modern World	3
Blazer Core: Reasoning		3 Blazer Core: City as Classroom	3
		17	15
Junior			
First Term	Hours	Second Term	Hours
MA 486		3 MA 260 or 434	3
EC 304		3 EC 305	3
BUS 202		3 BUS 306	3
EC 300/400 or MA 361 or MA 492 or MA 444		3 BUS 325	3
BUS 361 or 360		3 EC 409	3
		15	15
Senior			
First Term	Hours	Second Term	Hours
BUS 302		3 BUS 450 or 495 ²	3
Elective ¹		3 EC 300/400 or MA 361, 492, 444, or 252	3
Elective ¹		3 EC 300/400 or MA 361, 492, 444, or 252	3
EC 300/400 or FN 412		3 BUS 201 or 203	3
EC 300/400 or MA 361, MA 492, MA 444, or MA 252		3 Elective ¹	1
		15	13
Total credit hours: 120			

¹ Students take 9 hours in Business elective classes.

² Business Honors students take BUS 495.

DB - Distribution Courses

DB 305. Entering the Profession. 1 Hour.

This course will prepare students to enter the industrial distribution profession. Professional development topics include: resume building, soft-skills and interview preparation, internships, expectations for entry-level positions and career paths, as well as expectations and ethical demands of the profession.

DB 320. Distribution Management. 3 Hours.

Gain a comprehensive understanding of industrial and medical distribution channels in this introductory course in distribution management. Students learn the history of distributor organizations, the functions and role of industrial distribution in the U.S. economy, essentials of distributor pricing and profitability, and best practices for creating and managing successful supplier relationships.

Prerequisites: MK 303 [Min Grade: C](Can be taken Concurrently)

DB 400. Distribution Analytics. 3 Hours.

Students learn the best tools and approaches to measure the effectiveness of distributor strategies and tactics and to support data-driven decision-making. A central theme of the course is "what to measure" and "how to measure" with regard to customer-facing, supplier-facing, and internal activities. The course also focuses on constructing and interpreting performance "dashboards" that highlight the performance indicators most relevant to a distributor.

Prerequisites: DB 320 [Min Grade: C] and BUS 214 [Min Grade: C] or QM 215 [Min Grade: C]

DB 410. Creative Solutions in Distribution. 3 Hours.

Students learn to apply creative solutions to the increasingly complex problems in the relationship between manufacturers and distributors. An experimental approach to problem solving and data gathering, methods of visualization and journey mapping enhance students' abilities to use design approaches and tools for identifying and implementing innovation and growth opportunities in the channel of distribution for business-to-business firms.

Prerequisites: DB 320 [Min Grade: C](Can be taken Concurrently)

DB 430. Distribution Operations. 3 Hours.

Students gain confidence in their understanding of distribution operations decision making. Topics of emphasis include profitability analysis, margin management, pricing and price negotiations, and managing inventory investments. Through lectures, discussion, applied problem solving and group-based simulations, students learn to apply inventory management tools to meet sales expectations, understand the importance of distributor pricing and profitability, and identify best practices for creating and managing successful supplier relationships.

Prerequisites: DB 320 [Min Grade: C]

DB 435. Distribution Policies and Quality Issues. 3 Hours.

Students examine issues involved in customer relationship strategy and management in industrial and medical business markets. Topics include channel strategy and management, B2B e-commerce strategy and applications, strategic account management processes and systems, customer profitability and lifetime value, multi-channel selling models, negotiations and other operational strategies and technologies used by distributors and manufacturers.

Prerequisites: DB 320 [Min Grade: C] and BUS 303 [Min Grade: C](Can be taken Concurrently)

DB 440. Medical Device Selling. 3 Hours.

The course emphasizes the sales process in interpersonal sales for medical devices. In doing so, the course focuses on the dynamics of the U.S. healthcare market, buyer decision processes in the U.S. healthcare market, and the success characteristics and sales processes of high performing health care sales professionals.

Prerequisites: MK 330 [Min Grade: C]

DB 495. Distribution Directed Studies Practicum. 3 Hours.

Issues in managing distributors, both as suppliers for and customers of manufacturers and other businesses. Students work with host distributor/manufacturer on current and future distribution problem areas. Students develop an in-depth research analysis of the host distributor/manufacturer.

EC-Economics Courses

EC 110. Economics and Society. 3 Hours.

Economic principles and development of economic analysis. Combines key elements of EC 210 and EC 211. Primarily intended for majors in School of Education seeking to meet certification requirements; also open to students outside School of Business who wish to survey economics in one course. Not open to entering freshmen; not open to majors in School of Business or economics majors in the College of Arts and Sciences.

EC 210. Principles of Microeconomics. 3 Hours.

This course is an introduction to the tools of microeconomic analysis and how they are used to explain, predict, and improve the world around us. Learners will understand the economic principles of optimization and equilibrium and how they provide a unifying framework for interpreting human behavior. Successful completion of this course will result in skills for more effective problem solving. This course meets Blazer Core Curriculum Humans and their Societies.

EC 211. Principles of Macroeconomics. 3 Hours.

An introduction to the principles and tools used to understand the economy as a whole. Topics include economy-wide phenomena like the growth rate of national economic output, rates of inflation and unemployment, and how monetary and fiscal policy affects households, organizations, and markets simultaneously. This course meets the Blazer Core Curriculum Humans and their Societies.

EC 220. Economic Impacts, Equity and History of Birmingham. 3 Hours.

Ever wondered what makes the "Magic City" so magical? Where did Birmingham come from and where is it going? This course examines the unique economic history of Birmingham, the economic and social impacts of the ongoing effort for racial equity, and studies, initiatives and policies aimed for growth, as well as the challenges inherent in managing sustainable growth. This course meets Blazer Core Curriculum City as a Classroom with a flag in Undergraduate Research.

EC 300. Economic History of the U.S.. 3 Hours.

This course spans the economic history of the U.S. from colonial times to present. Topics covered include the U.S. Constitution, national economy, wars, ethnicity, race, gender, distribution of wealth and power, social conflict and reform, entrepreneurs, workers, workplace, popular culture, and foreign affairs.

EC 301. Money and Banking. 3 Hours.

Explore the interplay between money, financial markets, financial institutions, and The Federal Reserve and examine their collective impact on the economy. Understand how central banks manipulate the money supply to trigger interest rate movements and ultimately affect macro goals of inflation stability, economic growth, low unemployment, and stable foreign exchange rates.

Prerequisites: EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

EC 303. Labor Economics. 3 Hours.

Explore the wide range of practical applications where labor economics plays a crucial role. Learners discover the economic implications of labor supply, labor demand, wages, unemployment, unionism, labor-management relations, and social security, and the influence of psychological and institutional factors.

Prerequisites: EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

EC 304. Intermediate Microeconomics. 3 Hours.

Take a deep look at the principles of microeconomics underlying production, competition, pricing, market structure, and consumer behavior. Learners explore how individuals make choices based on preferences and constraints and uncover the secrets behind firms' production decisions. Connect the dots across markets to understand how individual decisions ripple through the entire economy.

Prerequisites: EC 210 [Min Grade: C]

EC 305. Intermediate Macroeconomics. 3 Hours.

Examine forces that contribute to long-term economic growth, with specific reference to the United States and other industrialized countries. Discuss the effects of government spending, taxation, and budget deficits on the economy. Investigate the causes of business cycles (recessions and expansions) and the role of productivity in shaping a nation's standard of living.

Prerequisites: EC 211 [Min Grade: C]

EC 306. Health Care Economics. 3 Hours.

Apply economic analysis to issues in health care. Learners will review and use the tools of economic analysis to understand and discuss evolving trends and institutional features in the health care industry. Topics for consideration include supply and demand for healthcare, hospitals, insurance, managed care, chronic disease, health labor markets, prescription drugs, and government policy.

Prerequisites: EC 210 [Min Grade: C]

EC 308. Economics of Environment. 3 Hours.

Using the tools of economic analysis, students examine issues such as scarcity, market efficiency, pollution, renewable and nonrenewable resource management, and sustainability. Specific topics of concern from an economic viewpoint include the social costs and benefits of economic growth, interactions between private business and public welfare, and socioeconomic systems and goals. Learners will develop an ability to think about and discuss pressing environmental and resource challenges in economic terms.

Prerequisites: EC 210 [Min Grade: C]

EC 310. Managerial Economics. 3 Hours.

Bridging theory and practice, this course delves into the intersection of economics and organizational decision-making. Gain practical tools for understanding market dynamics, pricing and quantity determination, game theory, competition, and the various market structures. Learners will also explore how incremental changes impact decision-making.

Prerequisites: EC 211 [Min Grade: C] and EC 210 [Min Grade: C]

EC 314. Natural Resource Economics. 3 Hours.

An introduction to the foundational tools of economic analysis applied to the problems facing our environment. Learners from all academic majors will gain confidence in applying fact-based knowledge to critique/discuss environmental and natural resource issues like non-renewable resources extraction, pollution control, non-market valuation and sustainability development. No prerequisite knowledge needed.

EC 320. Behavioral Economics. 3 Hours.

Learn how people truly make decisions. Explore the relationship between psychology and other social sciences, and economics. Learners will be introduced to cognitive biases that influence decision-making, how people evaluate potential gains and losses, and how behavioral insights are used to drive policies and organizational decisions. Applications span various fields, including industrial organization, healthcare, marketing, and negotiation.

Prerequisites: (EC 210 [Min Grade: C])

EC 330. Game Theory. 3 Hours.

Develop strategic intuition and understand how and why results in experimental and real-world scenarios like political campaigns, market competition, and conflict among nations often differ from those predicted by the underlying theory. Topics include finding Nash equilibria in sequential and simultaneous-move games, auctions, manipulating information, bargaining, voting and incentives. Gain the essential tools to understand and predict behavior.

Prerequisites: (EC 210 [Min Grade: C])

EC 402. Law and Economics. 3 Hours.

Practicing the tools of economic analysis, learners will dive into the study of laws pertaining to property, contracts, torts, and criminal law. Economic tools are used both to understand the basic structure of the law and to suggest how the law might be made more efficient. This course is recommended for students planning graduate study in law or who are interested in how the law impacts behavior and economic outcomes.

EC 403. Monetary Economics. 3 Hours.

Current theories of monetary policy and management, historical development of theory and practice, contemporary policies employed by monetary authorities, institutions concerned, evaluation of policies and reform, and interrelations between monetary factors and economic processes.

Prerequisites: (EC 304 [Min Grade: C] and EC 301 [Min Grade: C] or EC 305 [Min Grade: C])

EC 405. Economic Development and Growth. 3 Hours.

Problems of economic development; growth of less developed economies compared with those of advanced economies. Theories of economic development. Policy measures to promote development of growth, with emphasis on measures to accelerate development of countries.

Prerequisites: (EC 304 [Min Grade: C])

EC 407. International Economics. 3 Hours.

Why and what do countries trade and how does open trade impact the location of production, industries, occupations, and innovation? Analyze the theoretical principles impacting international trade and investment, and international monetary relations. Gain a deep understanding of global economic interactions, trade dynamics and the impact of policy choices on individuals, countries, and the world economy.

Prerequisites: (EC 210 [Min Grade: C] and EC 211 [Min Grade: C])

EC 409. Econometrics. 3 Hours.

This course is an introduction to micro-econometric empirical methods. Students will learn how to specify and estimate regression equations, various econometric models and the appropriate situations for using them, the implications of estimated parameters, and the conditions under which causal effects are identified. The focus is on application, i.e. conceptualization, interpretation and hands-on data analysis.

Prerequisites: EC 210 [Min Grade: C] and QM 214 [Min Grade: C]

EC 411. Public Finance. 3 Hours.

Principles of taxation, government expenditures, borrowing, and fiscal administration.

Prerequisites: (EC 304 [Min Grade: C])

EC 413. Urban Economics. 3 Hours.

Economic issues and structure of metropolitan areas. Economic growth and decay of urban regions. Specific topics: housing, education, employment, political economy, and public safety.

Prerequisites: EC 210 [Min Grade: C] and EC 211 [Min Grade: C]

EC 414. Industrial Organization. 3 Hours.

Structure and performance of monopolistic and oligopolistic industries, emphasizing efficiency, pricing policies, and investment decisions. Extent and nature of concentration in economy as whole.

Prerequisites: (EC 304 [Min Grade: C])

EC 415. Sports Economics. 3 Hours.

The study of the economics of sports allows the student to see how various tools and theories can actually be applied to solving problems the student may see presented frequently in the mainstream news. By studying the economics of sports it is hoped that the student can approach economics in the context of a subject the student already finds interesting. Furthermore, In the end this class is not only designed to be interesting, but also a rigorous introduction to the application of economic theory.

Prerequisites: EC 210 [Min Grade: C]

EC 420. Applied Forecasting. 3 Hours.

Practical use of various forecasting techniques on business and economic data. Topics include dynamic regression models, exponential smoothing, forecast criteria, moving averages, seasonality, and univariate Box Jenkins ARIMA modeling.

Prerequisites: (EC 210 [Min Grade: C])

EC 425. Applied Regression Analysis. 3 Hours.

Simple, multilinear, and polynomial regression analysis. Model selection, inferential procedures, and application with computer.

Prerequisites: (QM 215 [Min Grade: C])

EC 440. Economics for Educators. 3 Hours.

Students will gain an understanding of both basic economic principles and entrepreneurship and learn innovative methods of transferring economic knowledge to elementary and secondary students. Students will also become well-versed in the National and Alabama State standards of learning. Only open to education majors and certified teachers in K-12. This class is not open to economics or business majors.

EC 460. Economics Internship. 1-3 Hour.

Bridge the gap between academic theory and practical application with hands-on experience in the dynamic field of economics. Interns work closely with experienced professionals, actively participating and gaining insights into economic analysis, policy-making, and market research while building connections with industry leaders, alumni, and peers.

Prerequisites: EC 304 [Min Grade: C] and EC 305 [Min Grade: C] and EC 210 [Min Grade: C] and EC 211 [Min Grade: C] and BUS 305 [Min Grade: C] or BUS 306 [Min Grade: C]

EC 490. Advanced Topics in Economics. 3 Hours.

Selected topics in economics.

EC 499. Directed Readings in Economics. 1-3 Hour.

Investigation of specific areas in economics.

LS-Legal Studies Courses**LS 246. Legal Environment of Business. 3 Hours.**

This course provides a broad overview of the laws and ethical considerations that govern the daily actions of businesses, both large and small, corporate entities and entrepreneurial ventures. Among the many topics covered, you will delve into the laws that help businesses negotiate their relationships with employees, constitutional rights of business, the effects of criminal law on businesses and individual professionals, and the impact of international law on business operations and growth.

LS 457. Business Law for Accountants. 3 Hours.

Legal forms of business organization, including partnerships and corporations. Commercial paper, especially negotiable instruments; sales under Uniform Commercial Code; other CPA examination material. Junior standing required.

Prerequisites: (BUS 246 [Min Grade: C])

LS 471. Legal Elements of Fraud Investigation. 3 Hours.

Key legal principles and courtroom procedures relevant to forensic accounting, and survey of related topics--criminology theories, evidence management, and litigation services.

Prerequisites: BUS 246 [Min Grade: C]

MK-Marketing Courses**MK 101. Introduction to Consumer Marketing. 3 Hours.**

Survey course designed to provide understanding of business marketing practices and consumer decision making processes. Open to all UAB students.

MK 303. Basic Marketing. 3 Hours.

Explore what goes into understanding customer needs, creating value, and building relationships. In this foundational course, students learn the key principles and strategies that drive successful marketing in domestic and international organizations. Topics discussed include positioning products effectively, pricing products (goods and services) to benefit both customers and the organization and creating an effective mix of communication efforts.

Prerequisites: GPAO 2

MK 310. Consumer Behavior. 3 Hours.

Discover the factors that influence consumer decision making and apply this knowledge from the perspective of the marketer. Understanding theories from disciplines like psychology, economics, and cultural anthropology, students explore how perception, learning, memory, emotion, lifestyle, and self-concept impact consumers' choices.

Prerequisites: MK 303 [Min Grade: C]

MK 312. Retail Marketing. 3 Hours.

Learn best practices for sustained success in business to consumer marketing. Examine the impacts of location, pricing, product layout, and stock availability to meet customer demand. Learners will also delve into the operation, organizational policies, and procedures for stock inventory and control that define a thriving retailer.

Prerequisites: (MK 303 [Min Grade: C])

MK 330. Professional Selling. 3 Hours.

Learn professional selling theory and gain confidence in analytical and communication skills through actual practice with in-class role playing. Develop and implement effective sales strategies tailored to different customer needs and apply ethical principles to build long-term client relationships. Students also learn to manage and lead a sales team to achieve organizational goals.

MK 333. Sports Marketing. 3 Hours.

Practice strategic analysis, positioning and marketing of professional and amateur sports events and organizations. Study the role of sponsorships and partnerships in sports marketing and how to create mutually beneficial relationships. Explore techniques for engaging and retaining fans and dive into the principles and techniques for building strong brands.

MK 401. Social Media in Marketing. 3 Hours.

Survey course of the unique aspects of marketing through social media. The focus is on the application of new and emerging social media communications systems and practices that are becoming major elements in integrated marketing communication programs.

Prerequisites: MK 303 [Min Grade: C]

MK 405. Marketing Analytics. 3 Hours.

Learn how to harness data to drive strategic marketing decisions. Gain the skills to analyze consumer behavior, forecast future marketing trends and outcomes, present data in a clear, compelling manner, and develop marketing plans based on analytic output.

Prerequisites: MK 303 [Min Grade: C] and QM 215 [Min Grade: C] or BUS 215 [Min Grade: C] or BUS 204 [Min Grade: C]

MK 408. Marketing Research. 3 Hours.

From problem definition to analysis and interpretation, students will gain insight into all research techniques in marketing. Upon completion of this course, students will be able to confidently present a research project to a chosen organization.

Prerequisites: MK 303 [Min Grade: C] and QM 24 [Min Grade: C] or BUS 214 [Min Grade: C]

MK 410. Integrated Marketing Communication. 3 Hours.

This course provides an in-depth exploration of Integrated Marketing Communication (IMC) strategies and practices. Students will learn how to effectively coordinate various marketing communication tools to deliver a consistent and compelling brand message across multiple channels. Topics include advertising, sales promotion, direct marketing, interactive media, publicity/public relations, sponsorship marketing, point-of-purchase communications and personal selling.

Prerequisites: MK 303 [Min Grade: C]

MK 416. International Marketing. 3 Hours.

Gain insights into diverse cultures, consumer behavior, market trends and political environments across continents to understand how businesses adapt to succeed in a global economy. Study actual examples from multinational companies to learn the factors leading to success or failure in the global marketplace. Students get to work together with local companies to create a marketing plan for a product not currently offered abroad.

Prerequisites: MK 303 [Min Grade: C] or BUS 303 [Min Grade: C]

MK 418. Digital Marketing. 3 Hours.

Understand how digital marketing elements fit into a comprehensive marketing strategy with this course. Explore essential topics such as online advertising, websites, search engine optimization (SEO), social media, and mobile and email marketing. Develop the skills necessary to understand metrics used to gauge digital marketing effectiveness.

Prerequisites: MK 303 [Min Grade: C]

MK 419. Services Marketing. 3 Hours.

Explore the unique challenges and opportunities in marketing services as opposed to physical products. Students will learn how to develop and implement effective marketing strategies tailored to service-based businesses, focusing on customer experiences, relationship management and service quality.

Prerequisites: MK 303 [Min Grade: C]

MK 420. Sales Management. 3 Hours.

Prepare for the responsibilities likely encountered in a career in sales management. Topics include recruitment, selection, training, evaluation, and compensation of a diverse team of salespeople along with best practices in leadership and motivation. Learners also explore the evolution of professional selling and practice the fundamental skills of research, design, and presentation in a sales scenario.

Prerequisites: MK 330 [Min Grade: C](Can be taken Concurrently)

MK 423. Emerging Trends in Professional Selling. 3 Hours.

Stay ahead in the competitive business-to-business sales market while gaining practical insights into emerging trends in professional selling. Industry experts share up to the minute knowledge of selected topics like advanced sales techniques and technologies, social selling, virtual selling, customer relationship management (CRM), team-based selling, and sales negotiations.

Prerequisites: MK 330 [Min Grade: C]

MK 425. Advanced Professional Selling. 3 Hours.

This course builds upon the basic selling skills learned in MK 330 and other communications courses. The students will focus on enhancing value-adding selling skills and developing long-term, mutually-beneficial customer relationships in a B2B context.

Prerequisites: MK 330 [Min Grade: C]

MK 436. Digital Marketing Analytics. 3 Hours.

Exploration of measuring and analyzing digital marketing strategies. Students will acquire industry certification in addition to creating an online marketing strategy with an emphasis on campaign optimization.

Prerequisites: MK 303 [Min Grade: C]

MK 445. Marketing Internship. 1-3 Hour.

An internship is ideal for students who are passionate about marketing, eager to learn, and ready to take on new challenges. Interns connect with industry leaders, building valuable connections while working on live projects, applying classroom knowledge to real marketing challenges. Instructor's permission required.

Prerequisites: MK 303 [Min Grade: C] and BUS 303 [Min Grade: C] or BUS 306 [Min Grade: C]

MK 449. Integrated Marketing Communications Practicum. 3 Hours.

Students will use their marketing knowledge to create social media marketing plans for local organizations, primarily focusing on the tactical aspects of integrated marketing communications. This practicum is a requirement for those seeking to obtain an undergraduate social media marketing certificate.

Prerequisites: MK 303 [Min Grade: C]

MK 450. Strategic Marketing. 3 Hours.

Course addresses problems of marketing management with emphasis on planning, implementing and controlling marketing activities with individual firms.

Prerequisites: (BUS 350 [Min Grade: C] and FN 310 [Min Grade: C] and MK 312 [Min Grade: C] and MK 320 [Min Grade: C] and MK 408 [Min Grade: C] and MK 410 [Min Grade: C])

MK 471. Health Care Marketing. 3 Hours.

This class is designed for upper level students with an interest in and/or who seek employment in the healthcare industry. It is also appropriate for seniors in Medical Equipment Sales and Distribution. The primary objective of this course is to provide students with a comprehensive overview of the marketing fundamentals in the health care environment. The course examines health care organizations as customers in a Business to Business environment as well as the special challenges in implementing marketing strategies.

MK 490. Special Topics in Marketing. 3 Hours.

Selected marketing topics not covered in other marketing courses.

Prerequisites: (MK 303 [Min Grade: C])

MK 499. Directed Readings in Marketing. 1-3 Hour.

Specific areas in marketing.