COURSE DESCRIPTIONS

MKM 311 Innovation & Complex Systems - 4 credits
This course introduces innovation as an essential for the new rule of business. Students will learn the framework and techniques to systematize innovation allowing them to take advantage of emerging opportunities. They will use the knowledge to understand how innovation affects the way we deploy resources to fulfill customer desires, viewing themselves as agents of innovation within organizations. Within this course of study the student will also examine the underlying dynamics, culture and change within an organizational context.

MKM 321 Marketing Innovation – 4 credits
This course is the foundation of the marketing program. It reviews the concepts and application-oriented framework for marketing decision-making in a dynamic environment. Students explore current and emerging trends within a shifting marketplace and economic landscape. The five P’s of marketing - place, price, product, promotion and people - are the center of this module. The course emphasizes environmental scanning, target customers and achieving organizational objectives through the intentional and skillful blending of marketing strategies. Students will create their own marketing plans within this module.

MKM 330 Integrated Marketing Communications - 4 credits
This course will focus on developing marketing strategy and executing diverse communication tactics that are critical for business success. The student develops specific targeted communications and campaigns to meet their strategic communication objectives and target markets while integrating elements to gain an appreciation for the promotion mix (personal selling, direct mail, advertising, public relations, electronic and personal selling, etc.) tactics. Students will create their own promotional plans as avenues for transmitting marketing messages effectively and present those to the cohort based on their overall value related to usefulness, cost/benefit analysis and social value.

MKM 350 Interactive and Mobile Marketing - 4 credits
This course will explore the explosion of Internet marketing options to engage consumers. It is designed as an introduction to the rapidly evolving world of Interactive marketing focusing on the tools of Internet marketing. Students will explore integrating electronic methods into the marketing function. The course includes discussion of the importance of website return on investment and brand building, community development and digital marketing models. Social media strategy and mobile marketing are also built into the course. By analyzing a company’s marketing situation the student will complete an Internet marketing plan that aligns to the business objectives.

PROGRAM OBJECTIVE
The Hospitality Management program combines the building blocks of marketing, customer service and management with the practical tools that individuals need for success in the hospitality, leisure, tourism and travel industry. The Hospitality Management program will:

• Prepare students to become effective supervisors and managers in the hospitality and tourism industry.
• Prepare students to become effective leaders in hotels, restaurants, resorts, the gaming industry, local and international attractions and centers of tourism and leisure.
• Help students understand and master critical factors driving the world’s largest industry.
• Enable students to apply classroom learning to current problems and opportunities in the hospitality and tourism industry.

THE CONCORDIA ADVANTAGE
• Flexible – Online or blended program options
• Accelerated – Complete your program in 24 months or less
• Manageable – Attend class or online discussion just one night a week (always on the same night and time)
• Affordable – Competitively priced programs and convenient payment options
• Collaborative – Experience cohort-based learning with a small group of talented professionals who learn together for the duration of your program
MKM 411 Applied Business Ethics - 4 credits
This course is designed to investigate the broad spectrum of personal, business and society ethical issues that managers/leaders encounter. As corporate America struggles to find its social and ethical identity in a business environment that grows increasingly complex, managers are confronted with exceedingly difficult challenges. These challenges include balancing their economic, legal, ethical, and social responsibilities to the variety of stakeholder groups in which they interact. This course provides the structure for students to explore their personal ethics and develop the framework for addressing tough ethical decisions in business and in marketing. Students will apply ethical frameworks to business problems.

HSM 400 Hospitality Human Resources - 4 credits
This course examines the management of the fundamental and most valuable asset in any organization – its human resources; and, it will also review the salient issues and key elements critical in building a strong and successful organization. It will review the application of human resource management practices as they apply to the Hospitality and Tourism Industry. This course will encourage students to realize the significance of human resource management (HRM) and its successful application and practice in the Hospitality and Tourism field.

HSM 410 Hospitality Law & Legal Issues - 4 credits
The student will be introduced to hospitality law, utilizing proven tools and standard operating procedures for satisfying company objectives. This course is designed to give the student a working understanding of Federal and State laws pertaining to Hospitality Industry-related entities and business operations.

MKM 431 Applied Accounting and Finance - 4 credits
In this course financial information is made easier to comprehend. It provides the foundation for basic principles and concepts that will make non-finance managers better equipped for service to the organization. Students will address financial assessment, budgeting and spending, global and ethical implications of financial decision-making, and financial prioritization for the present and the future. This course will provide the framework for the financials of market planning strategy including sales, new product development, return on investment, price and profit while offering the student an understanding of corporate reports and internal control.

MKM 441 Marketing Strategy - 4 credits
This course combines the overall coursework students have learned throughout their program of study. Students analyze graduate level case studies for developing and implementing strategies that are distinctive and sustainable. The students will explore market entry and strategy alternatives as well as the integration of marketing strategy within operations, finance, supply chain and corporate culture within a global economy. Collaboration and group work is essential as students determine markets to compete based on their organization’s ability to create a competitive value proposition for the consumer.

MKM 480 Business Plan - 4 credits
This course spans the major at Concordia University. It is presented as an independent study where students create their own business plan for a selected company, product, entity, or department approved by their faculty advisor. The goal of this course is to enable the student to become proficient in developing his or her own business plans.

APPLICATION PROCESS
For admission consideration, a student must submit:
1. Bachelor of Arts application
2. Official transcripts from all previous institutions attended
3. Personal statement

TO APPLY
Applications are available at www.csp.edu/apply or by contacting the Office of Admission.

Email application materials to: onlineinfo@csp.edu.

TUITION AND FEES
This is a 40-credit program. For tuition and financial aid information, please call 888-859-0641 or visit online.csp.edu.

TECHNOLOGY REQUIREMENTS
Students use their personal computer in this program. To begin the program, students must meet the requirements listed on the technology agreement. To view this agreement please visit www.csp.edu/Admission/AcceleratedDegree/Documents

Course descriptions, fees and other information included in this form are subject to change. Please refer to the Academic Catalog on our website for more information on program requirements.

FOR MORE INFORMATION:
888-859-0641 • onlineinfo@csp.edu • online.csp.edu