

■ International Studies

Program Advisors: Dr. David L. Coleman, Dean, Humanities and Fine Arts; Dr. Mitch Yamasaki, Professor of History; Dr. Frank Bailey, Assistant Professor of History; Dr. Caryn Callahan, Professor of Finance

Program Description:

This interdisciplinary program revolves around the study of contemporary global political, economic, and socio-cultural conditions. Students who major in International Studies will follow one of two concentrations. The International Relations concentration emphasizes the study of international relations, including such issues as history, politics, human rights, and the environment. The International Trade concentration focuses on the study of global economics and finance, with special consideration accorded to international trade and commerce, as well as the theories and norms that regulate them.

Program Mission:

This interdisciplinary program develops and enhances the students' capacity to think comprehensively, creatively, and critically about such issues as commerce, finance, governance, social justice, development and human rights, and the environment within the context of the relations among states and international institutions, regimes, and norms.

Graduate Education Paths and Career Options for International Studies Graduates:

The program's primary practical application is to prepare students for graduate studies in the disciplines of Business, Economics, History, and Political Science, as well as careers in the fields of international trade and business and international affairs (e.g., diplomacy, NGO work, etc.).

Program Requirements:

The Bachelor of Arts degree with a major in International Studies is an integrated interdisciplinary program with two study concentrations: International Relations and International Trade. The International Relations concentration requires completion of 24 pre-major, lower division credits, and 39 upper division credits. The International Trade concentration requires 30 pre-major, lower division credits, and 39 upper division credits. In the process of completing the pre-major requirements, students will complete 12 credits within the General Education core. While the program has no language requirements, students are strongly encouraged to take a minimum of two years of language study.

Pre-Major/Minor Requirements (24 credits): All majors and minors must complete the following pre-major/minor requirements:

- AN 200 Cultural Anthropology
- BU 200 Introduction to Business
- EC 201 Principles of Macroeconomics
- EC 202 Principles of Microeconomics
- GE 102 World Regional Geography
- POL 111 Comparative Government and Politics
- RE 103 World Religions
- HI 152 World Civilizations

In addition, International Trade Majors are required to take AC 201 and AC 202 as they are pre-requisites for FIN 301.

Program Assessment and the Pre-major requirements:

- ❖ Each of the courses included in the pre-major requirements has its own course assessment learning outcomes associated with their respective discipline programs. In general these courses will contribute to the International Studies Program in the following manner:

- ❖ AN 200, BU 200, GE 102, HI 152, and RE 103 convey to the student in a general sense the variety of disciplinary approaches and insights into the social and cultural contexts within which international trade and relations occur. BU 200 is also a pre-requisite for the core requirement, BU 402. HI 152 and RE 103 are pre-requisites for various upper-division courses included in the program.
- ❖ EC 201 and EC 202 convey to the student in a general sense the theoretical and practical structures of economies and economic which influence international trade and relations. They are pre-requisites for core requirements, EC 320 and EC 420.
- ❖ RE 103, HI 152, and POL 111 convey to the student in a general sense the variety of disciplinary approaches and insights into the political, legal, and value systems and issues which influence the conduct of international trade and relations. HI 152 and POL 111 are pre-requisites for the core courses, HI/POL 419, POL 374, and POL 375. RE 103 is a pre-requisite for various upper-division courses included in the program.
- ❖ AC 201 and AC 202 convey to the students in the International Trade concentration a general understanding of the functional areas of business, including central theories, modes of analysis, tasks, and strategies. AC 202 is a pre-requisite for the FIN 301.

Major Requirements (39 credits):

Required Core Courses: (21 credits)

BU 402 International Business
 EC 320 Economic Systems in the Age of Globalization
 EC 420 International Economics
 ENV 313 Contemporary Economic Issues
 HI/POL 419 Contemporary World Order
 POL 374 International Law
 POL 375 International Relations

International Relations Concentration:

Required Ethics Course (3 credits): POL/RE 347 Justice, Development and Human Rights (This course can not used to satisfy the general education requirement in Religion since it is used to satisfy this major's requirement for ethics.)

Required Course (3 credits): HI/POL 418 International History of the Cold War

Elective Courses (12 credits): Choose four courses from the following:

AN 357 East Asian Societies
 ENV 400 Current Global Environmental Issues
 HI/POL 324 Modern Europe
 HI/POL 341 Vietnam War
 HI/POL 344 Modern Southeast Asia
 HI/POL 403 American Diplomacy
 HI 424 Modern Russia
 HI/POL 442 Modern China
 HI/POL 444 Modern Japan
 HI/POL 446 Modern Middle East
 HI/POL 453 Pacific Islands in the Modern Era
 RE 460 Buddhist Wisdom
 RE/PH 473 Holocaust

International Trade Concentration:

Required Ethics Course(3 credits): BU 362 Legal and Ethical Issues in Business

Required Courses (12 credits):

BU 487 Internship
COM 310 Intercultural Communication
FIN 301 Principles of Finance
MKT 301 Principles of Marketing

Elective (3 credits): Choose one elective from the following:

COM 437/L Consumer Research
FIN 303 Investments

Minor Requirements (24 pre-minor credits; 12 upper division credits):

The minor in International Studies does not have the International Relations/International Trade concentrations. Students seeking a degree with a minor in International Studies must complete all pre-major requirements as well as a minimum of 12 credits selected from the list below.

Pre-Minor Requirements: All minors must complete the following pre-minor courses:

AN 200 Cultural Anthropology
BU 200 Introduction to Business
EC 201 Principles of Macroeconomics
EC 202 Principles of Microeconomics
GE 102 World Regional Geography
POL 111 Comparative Government and Politics
RE 103 World Religions
HI 152 World Civilizations

Minor Requirements: Students must complete a minimum of four (4) courses from the following list:

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|------------|--|
| BU 402 | International Business |
| EC 320 | Economic Systems in the Age of Globalization |
| EC 420 | International Economics |
| ENV/EC 313 | Contemporary Economic Issues |
| HI/POL 418 | International History of the Cold War |
| HI/POL 419 | The Contemporary World Order |
| POL 374 | International Law |
| POL 375 | International Relations |
| POL/RE 347 | Justice, Development and Human Rights |

Major Program Learning Outcomes and course outcome links

Upon successful completion of the program, students will demonstrate an understanding of:

- 1) the social and cultural contexts and issues which influence the conduct of international relations and trade. AN 200, GE 102, COM 310, ENV 313, HI 152, RE 103, POL/RE 347, HI/POL 418, HI/POL 419
- 2) the economic systems and issues which influence the conduct of international relations and trade. EC 201, EC 202, EC 320, EC 420
- 3) the political, legal, and value systems and issues which influence the conduct of international relations and trade. POL 111, BU 362, POL 374, POL 375, HI/POL 419, POL/RE 347
- 4) the primary environmental challenges facing the global community at present and the international institutions and agreements created to address them. ENV 313
- 5) the distinctive features and challenges of conducting business internationally. BU 402

Students who pursue a concentration in International Studies will further demonstrate:

1. an enhanced comprehension of politics, governance, culture, history, and/or religion as they concern particular regions of the world. HI/POL Electives, RE 460, AN 357, POL/RE 347
2. an understanding of seminal events and processes that marked the contemporary era.
HI/POL 419, RE/PH 473

Students who pursue a concentration in International Trade will further demonstrate:

1. an understanding of the functional areas of business, including central theories, modes of analysis, tasks, and strategies. BU 200, AC 201, AC 202, FIN 301, MKT 301
2. the ability to apply knowledge of international trade in the context of actual firm operations.
BU 487

Acquisition of Skills and Competencies for Program Learning Outcomes

Successful completion of major requirements guarantees that, at a minimum, students will have mastered the skills and competencies listed in the previous section. Program Learning Outcomes are linked to the courses in the program. The links are shown in the Program Learning Outcomes and Course Matrix.

Skills and competencies satisfying the International Relations concentration learning outcomes listed above are shown in the Program Learning Outcomes and Course Matrix. Skills and competencies satisfying the International Trade concentration learning outcomes listed above are shown in the Program Learning Outcomes and Course Matrix.

Minor Program Learning Outcomes:

Students completing the Minor in International Studies, depending on the upper division electives they choose, will demonstrate an understanding of:

- 1) the social and cultural contexts and issues which influence the conduct of international relations and trade.
AN 200, GE 102, HI 152, RE 103, ENV 313, POL/RE 347, HI/POL 418, HI/POL 419
- 2) the economic systems and issues which influence the conduct of international relations and trade.
EC 201, EC 202, EC 320, EC 420
- 3) the political, legal, and value systems and issues which influence the conduct of international relations and trade.
POL 111, BU 362, POL 374, POL 375, HI/POL 419, POL/RE 347
- 4) the primary environmental challenges facing the global community at present and the international institutions and agreements created to address them.
ENV 313
- 5) the distinctive features and challenges of conducting business internationally.
BU 402

Assessment Plan:

Student mastery of program skills and competencies is assessed in individual courses by means of specific requirements that include but are not limited to quizzes, examinations, oral presentations, and analytical, synthetically, and/or research papers. At the time of the declaration of the major or minor, students will take a pre-program assessment which will be used in assessing student learning and readiness for the program. A systematic program assessment in the form of a comprehensive examination is conducted during the semester preceding graduation. Conferment of the Bachelor's degree with a major or minor in International Studies is NOT contingent upon successful completion of the comprehensive examination which is used solely for program assessment purposes. International Trade majors will also use the business internship (BU 487) for assessment evidence and reporting.

Course Descriptions

Pre-Major Requirements:

AN 200 Cultural Anthropology (3)

This course looks at human groups, with the major goal of developing a greater awareness of the role of culture in human experience. Specifically the course is intended to help each of us to gain greater awareness of our own implicit assumptions, beliefs and values with the goal of developing a greater and more sympathetic appreciation of alternative ways of looking at and relating to the world. Concepts covered include: the nature of culture; basic concepts and principles for analyzing cultural behavior; relation of culture to society and individual; cultural patterns, integration, and dynamics, theories relating to culture; cultural stability and change. This course meets the student learning outcomes: 1) the scientific method and its application; 2) human and cultural diversity. Course offered annually in the Fall semester. *This course satisfies the Behavioral Science general education requirement.*

BU 200 Introduction to Business (3)

This course provides a survey of business functions, principles, and practices; managerial tools for analysis; people's behavior in organizations; practical applications in problem solving and decision-making. The course is designed for students interested in careers in organizations and for those intending to major or minor in business. Offered every semester.

EC 201 Principles of Macroeconomics (3)

Analysis of structure and operation of American economy; business cycles, fiscal and monetary institutions, and policies; GDP, unemployment and inflation, and economic growth; and other public issues. Offered every semester. *This course satisfies the Social Science general education requirement.*

EC 202 Principles of Microeconomics (3)

Analysis of the functioning of firms within a market economy and how the market system allocates scarce resources; basics of supply and demand; theory of pricing under competition, monopoly, and imperfect competition; government interference in the market system; and international trade. Offered every semester. Prerequisites: MA 103 or equivalent.

GE 102 World Regional Geography (3)

The purpose of this course is to provide a spatial approach to understanding the complexities of the contemporary human experience around the world. The course examines how social and physical factors that have led to contemporary regional patterns. This course meets the Behavioral Science student learning outcomes: 1) the scientific method and its application; 2) human and cultural diversity; 3) social and individual dynamics; 4) the relationship between the self and the group. Course offered annually in the Spring semester. *This course satisfies the Social Science general education requirement.*

HI 152 World Civilizations II (3)

A multicultural approach to studying the world's modern civilizations, it examines their political, social, economic and cultural evolutions. It focuses on modern moral and ethical dilemmas such as the colonization of peoples, world wars, genocide programs, women's rights and the ecological consequences of industrialization. Along with historical knowledge, the course emphasizes the development of reading, writing, speaking, cognitive and collaborative skills crucial to success in college and beyond. Offered every semester. *This course satisfies the History general education requirement.*

POL 111 Comparative Government and Politics (3)

Survey of the various areas of political science to include a comparative study of the government and politics of the United States and selected European, Asian, Latin American, or African nations. Offered annually. *This course satisfies the Social Science general education requirement.*

RE 103 World Religions (3)

Within the context of the dialogue between Christianity and the other world religions, the student will explore the diverse historical, philosophical, and spiritual foundations from which the major religious traditions in the world have arisen. The course examines the lives of their founders, their basic teachings, and the historical development of their communities and institutions, while providing an inter-religious survey of ethics. Offered every semester. *This course fulfills the lower division Religious Studies General Education Core requirement.*

International Trade concentration additionally requires AC 201 and AC 202 which develop fundamental conceptual and skill development for financial analysis.

AC 201 Principles of Accounting I (3)

Accounting is often called the language of business. This course introduces students to the accounting cycle and the terminology of accounting through application of procedures used to classify, record, and interpret business transactions and prepare financial statements. Topics include the principles and procedures for valuing assets and measuring income. The focus of this course and AC 202 is to provide fundamental accounting skills and knowledge to prepare students for advanced courses in business and accounting. Offered every semester. Prerequisites: MA 103.

AC 202 Principles of Accounting II (3)

This course is a continuation of AC 201, completing an introduction to financial accounting and providing the fundamentals of managerial accounting. Topics include financial statement analysis, product costing, cost-volume-profit analysis, capital and operational budgeting, cash flow analysis, and other techniques useful for management decision-making. Offered every semester. Prerequisites: AC 201.

Core Requirements:**BU 402 International Business (3)**

This course is designed to provide students an understanding of the global environment in which international business takes place, as well as the role and behavior of the multinational firm in responding to the environment. The course seeks to equip students with the knowledge, skills, and sensitivities to engage business activities more effectively in the complex international context. Topics include trade theory, import and export strategies, international investment, negotiations and diplomacy, and global supply chain management. Offered spring semester. Prerequisites: BU 200.

EC 320 Economic Systems in the Age of Globalization (3)

This course examines how representative economic systems function within the global economy. Emphasis is given to the study of individual features of economic systems and their impact on the performance and development of the respective economies. Offered alternate years. Prerequisites: EC 201 and EC 202.

EC 420 International Economics (3)

This course examines international trade and financial relations and international economic institutions. Offered annually. Offered alternate years. Prerequisites: EC201 and EC 202.

ENV/EC 313 Contemporary Economic Issues (3)

This course provides students an opportunity to develop skills at using economic analysis to understand and consider current issues and challenges facing our society. The focus of the course is on the environmental impact of economic decisions, but the frameworks and tools examined can be applied to a wide range of social issues. Offered fall semester. Prerequisites: EC 202 and ENV 201. Cross-listed as ENV 313 and EC 313.

HI/POL 419 Contemporary World Order (3)

This course considers problems and issues that have affected humanity since the end of the Cold War. Specifically, it explores how the end of the Cold War contributed to the creation of a new world order, and how that order has served to shape world societies and the challenges they currently face. While the end of the Cold War contributed in no small measure to the expansion and acceleration of globalization (i.e., the economic, cultural, and political integration of global communities), it also produced a variety of new and serious challenges, several of which are directly attributable to developments in the period from the end of World War Two to 1991. The primary objective of this course is to help students recognize and understand those challenges – and the legacies of the Cold War generally – as they pertain to ethnic and religious fundamentalism, economic dislocation, cultural homogenization, environmental degradation, and global terrorism and the so-called "War on Terror." This course is cross-listed as HI 419 and POL 419. It is offered alternate years. *Prerequisite: Any 100 or 200 level history or political science course.*

POL 374 International Law (3)

A review of the development of international law and the study of how international law works and why states obey it. Offered alternate years. *Prerequisite: Any 100 or 200 level political science course.*

POL 375 International Relations (3)

An investigation into the development of the relations between nations aimed at providing a conceptual framework within which current events can be organized and understood. Offered alternate years. *Prerequisite: any 100 or 200 level political science course.*

Concentration Requirements and Electives***International Relations:*****AN 357 East Asian Societies (3)**

This course consists of an examination of traditional and contemporary Japanese and Chinese societies. The course emphasis is on the traditional societies and the process of cultural change. Topics will include: the importance of examining past cultural history when interpreting contemporary societies; how patterns of social ritual reinforce social relationships; how culture defines social behavior; To provide some understanding about the world's single largest population group (at over 1/5 of the world's population) and the tremendous cultural differences within the term East Asian. This course meets the student learning outcomes: 2) human and cultural diversity; 3) social and individual dynamics; 4) the relationship between the self and the group. Course offered annually in the Fall semester. *Prerequisite: AN 200, PSY 101, or SO 200.*

ENV 400 Current Global Environmental Issues (3)

This reading-intensive course surveys diverse publications explaining the major environmental threats facing the world today. The aim of the course is to have students become aware of the material as well as socioeconomic causes of environmental degradation, the detrimental impacts of environmental degradation on humans and the potential solutions to the greatest environmental challenges. Course must be taken in the junior or senior year.

HI/POL 324 Modern Europe (3)

Europe from 1815 to the present gained global hegemony and then lost it after World War II. Analyzes developments leading to the world wars and the Cold War, the rise of the European Common Market, and the collapse of communist regimes in Eastern Europe. Fulfills interdisciplinary course requirement. Cross listed as HI 324 and POL 324. Offered alternate years. *Prerequisite: any 100 or 200 level history or political science course.*

HI/POL 341 Vietnam War (3)

This course examines why the United States went to war in the jungles of Southeast Asia that few Americans knew anything about. Students will examine the nature of the war itself, the tactics and strategies applied by both sides to the conflict, and experiences of soldiers on both sides. Central to the war effort, the home fronts held the keys to success or failure for both sides. Along with historical and political knowledge, the course emphasized the development of reading, writing, speaking, cognitive and collaborative skills. Cross-listed as HI 341 and POL 341. Offered alternate years. *Prerequisite: any 100 or 200 level history or political science course.*

HI/POL 344 Modern Southeast Asia (3)

This course surveys the history of Southeast Asia from the nineteenth century to the present. It considers the nature of the traditional communities of Southeast Asia, the imposition and impact of western colonial rule, the emergence and activities of anticolonial movements, the formation of sovereign states, the effects of the Cold War, and contemporary politics. Cross-Listed as HI 344 and POL 344. Offered alternate years. *Prerequisite: any 100 or 200 level history or political science course.*

HI/POL 403 American Diplomacy (3)

A study of America's international relations from 1776 to the present, including the influence of domestic affairs on diplomacy. Cross-listed as HI 403 and POL 403. Offered alternate years. *Prerequisite: any 100 or 200 level history or political science course.*

HI/POL 418 International History of the Cold War (3)

This course considers problems and issues that affected different regions of the world as those problems and issues related to the Soviet-American rivalry, or the Cold War, between 1945 and 1991. Specifically, it explores the origin of the Cold War; its implications for the United States and the Soviet Union; its impact in Europe, Latin America, the Middle East, Sub-Saharan Africa, South and Central Asia, East Asia, and Southeast Asia; and the collapse of Soviet-style communism in Eastern Europe and the Soviet Union itself.

Crosslisted as HI 418 and POL 418. Offered alternate years. *Prerequisite: any 100 or 200 level history or political science course.*

HI 424 Modern Russia (3)

Explores the history of Russia from the Socialist Revolution of 1917 to the present. The course of historical events and the main trends of life in contemporary Russian will be recounted and analyzed. Great works of Russian philosophers and writers, composers and artists will be interwoven with the historical observations, as well as the customs of Russian daily life, beliefs, traditions, and habits. Classes are augmented by slides, videos and materials from the Russian media and taped interviews with Russian veterans and politicians, housewives, and university students. Offered alternate years. *Prerequisite: HI 151, HI 152, or HI 422.*

HI/POL 442 Modern China (3)

Examines China's internal and external struggles in the modern world. Including the rise and fall of the Ching dynasty, the Nationalist period, the civil war and communist rule. Fulfills interdisciplinary course requirement. Crosslisted as HI 442 and POL 442. Offered alternate years. *Prerequisite: any 100 or 200 level history or political science course.*

HI/POL 444 Modern Japan (3)

Study of the rise, fall and rebirth of Modern Japan, focusing on her internal politics, economics and culture, and how they relate to her international posture. Cross-listed as HI 444 and POL 444. Fulfills interdisciplinary course requirement. Offered alternate years. *Prerequisite: any 100 or 200 level history or political science course.*

HI/POL 446 Modern Middle East (3)

A study of the modern history, politics and culture of the Middle East, with emphases on the Arab-Israeli conflict, oil, Islam and the analyses of different governments and policies. Crosslisted as HI 446 and POL 446. Offered alternate years. *Prerequisite: any 100 or 200 level history or political science course.*

HI/POL 453 Pacific Islands in the Modern Era (3)

This course examines the impact and legacy of imperialism and colonialism on the indigenous inhabitants of the Pacific. Examining the Pacific from the 18th century to the present, this course focuses on the emergence of the Pacific as a distinct and influential region in today's global community and how indigenous islanders have adapted and fared during this post-colonial period. Cross-listed as HI 453 and POL 453. Offered alternate years.

Prerequisite: any 100 or 200 level history or political science course.

POL/RE 347 Justice, Development and Human Rights

This course examines the inter-relationships between justice, development and human rights norms and institutions at the global level. Students will explore the historical development of these concepts and their application and evolution from the 19th century to the present. Particular emphasis will be placed on the contemporary dialogue between Catholic Social Thought and secular international institutions that sets global norms for justice, human development and the international human rights regime. Cross-listed as POL 347 and RE 347. Offered annually.

This course satisfies the 300-level religion general education requirement, but it cannot be used to satisfy both the "Ethics" requirement for the International Relations concentration and the general education requirement.

RE 460 Buddhist Wisdom (3)

This course will explore the basic teaching of Buddhist religions through the historical development of early Buddhism and the major three branches of Theravada, Mahayana and Vajrayana. The major concepts of truth, happiness versus suffering, and interconnection of all beings will be critically discussed to illustrate the significant meaning of various types of relationships and the objectives of purposeful living. Buddhist and Catholic understandings of social issues like peace and justice will be compared and analyzed. Offered annually.

Prerequisites: RE 103, RE 205, or RE 211. This course may not be used to satisfy the 300-level Religious Studies General Education Core requirement.

RE/PH 473 Holocaust (3)

Students will examine the history of anti-Semitism which led to the tragic destruction of most of European Jewry in the Holocaust. It involves a critical reflection on the relationship between Christianity and Judaism and the sources of the anti-Jewish polemic and modern anti-Semitism. From Elie Wiesel's autobiographical accounts to numerous stories and experiences of the Holocaust, students will confront their own doubts and fears, hopes and dreams about the meaning of humanity after the Holocaust. Cross listed as RE 473 and PH 473. Offered annually. Fulfills the interdisciplinary course requirement. Prerequisites: RE 103 or RE 205; PH 100 or PH 105; or permission of the instructor.

International Trade:**BU 362 Legal and Ethical Issues in Business (3)**

This course is designed to provide students with an understanding of the legal and ethical issues business decision-makers face in determining appropriate policies and actions. Focus is given to the effect of decisions on stakeholders including employees, customers, investors, and society. Topics include application of moral philosophies to common business dilemmas, professional codes of ethics, and elements of business law including contracts, the Uniform Commercial code, and agency. As part of this class students will have the option to participate in activities that integrate meaningful business-related service to the community with course learning. Offered every semester.

BU 487 Business Internship (3)

This course involves the student engaging in a minimum of 150 hours of professional work experience that is related to the student's career goals and approved by the instructor. The student meets regularly with the instructor during the term and completes a report documenting the work experience and its relationship to the student's business education. This course may be repeated, but a new work experience must be undertaken. Prerequisites: junior or senior standing in business and minimum 2.00 GPA.

COM 310 Intercultural Communication (3)

Major concepts in the study of communication with people from different cultural backgrounds. Values, beliefs, expectations, customs and attitudes of various ethnic groups are studied to facilitate communicating across cultural boundaries. Offered each semester. Fulfills Global Awareness course requirement.

COM 437/L Consumer Research (3-1)

Students learn the purpose of consumer research and how to implement a market research project. The class explores traditional types of research designs, as well as newer ethno-graphic approaches for both quantitative and qualitative. Ethical issues related to the practice of consumer research are also covered.

FIN 301 Principles of Finance (3)

This course introduces the role of financial management in the operation of a business. The focus of the course is on understanding the issues and choices involved in maximizing the results of financial decisions. Topics include time value of money, equity valuation, capital budgeting, risk assessment, and capital markets. Offered every semester. Prerequisites: AC 202.

FIN 303 Principles of Investment (3)

This course provides an introduction to the concepts, analytical methods, and action principles which are useful for making investment decisions. Focus is given to investment theory and applications to security markets. Topics include market indexes, sources of investment information, technical analysis, portfolio management, and problems of individual and corporate investing. Offered spring semester. Prerequisites: FIN 301.

MKT 301 Principles of Marketing (3)

This course addresses the broad and diverse nature of the marketing function in organizations. The terminology that marketers use is covered, as well as the theories, models, and research activities that guide marketing decision-making. The challenge of understanding consumer behavior is introduced. Various trends in the environment that affect marketing are examined. For non-majors, this course provides a solid foundation of marketing knowledge for any businessperson. For students majoring in marketing, this course is the prerequisite for all other marketing courses. Offered every semester. Prerequisites: EC 201 and EC 202