

**University of Tennessee,  
Chattanooga****2025-2026 Undergraduate Catalog****Course Descriptions**[Contract All Courses](#) |

Courses certified as satisfying General Education Requirements are identified in the course title with a two letter category abbreviation. General Education categories are listed below.

[Writing and Communication \(WC\)](#) [Humanities and Fine Arts \(HF\)](#) [Natural Science \(LL, LC & LB, NL\)](#)

[Behavioral and Social Science \(SB\)](#) [Quantitative Reasoning \(QR\)](#) [Individual and Global Citizenship \(CZ\)](#)

**IT Cybersecurity****CYIT 4310 - Computer Forensics**

(3) Credit Hours

This course is designed to provide students with the principles, tools, methodologies, and practical skills critical in the investigation, preservation, analysis, and expert reporting of digital evidence that may lead to civil or criminal proceedings. The course will equip students with the knowledge, skills, and competencies to ensure the highest levels of integrity in acquiring, analyzing and preserving digital information, metadata, or artifacts as they are stored within or communicated across systems. Prerequisites: [CYIT 4200](#)

and [CYIT 4500](#)

with a grade of C or better. Open to BAS - IT Cyber Security majors only. Differential course fee will be assessed.

**CYIT 4320 - Penetration Testing**

(3) Credit Hours

This course explores details of the five steps to ethical hacking including reconnaissance, scanning and vulnerability assessment, access and exploitation, maintaining access, and covering tracks. A hands-on approach and review of current tools and strategies will be presented whenever possible. Ethical hacking strategies will be explored to prepare students to properly and legally assess, analyze, plan, document, and attack systems to provide effective remediation and prevention strategies for the systems they compromise. Prerequisites: [CYIT 4000](#)

and [CYIT 4310](#)

with a grade of C or better. Open to BAS - IT Cyber Security majors only. Differential course fee will be assessed.

**CYIT 4500 - Database Security**

(3) Credit Hours

Advanced concepts and methods in the definition and management of databases, transaction processing and programming in a database environment; topics in database security, database and data auditing, access control, trust

management and privacy protection, integrity, recovery and concurrence, data warehousing and data mining. Prerequisites: [CYIT 3500](#) with a grade of C or better. Open to BAS - IT Cyber Security majors only. Differential course fee will be assessed.

## **CYIT 4510 - Fundamentals of Cryptography**

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(3) Credit Hours

This course introduces theoretical and practical concepts of cryptography and the evolution from monoalphabetic and polyalphabetic techniques to modern ciphers. It includes an in-depth view of cryptographic algorithms used in modern cryptography such as DES, AES, RSA and others to secure data in motion and at rest. Prerequisites: [CYIT 3120](#) and [CYIT 4200](#)

with a grade of C or better. Open to BAS - IT Cyber Security majors only. Differential course fee will be assessed.

## **CYIT 4520 - Principles of Biometrics**

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(3) Credit Hours

This course covers the basic concepts of biometrics and current major biometric technologies. Students will review and analyze the effectiveness and efficiency of biometric systems based on the technical specifications, access control based on Confidentiality/Integrity/Authentication (CIA) principles, and their social and technical impacts. Prerequisites: [CYIT 3120](#) and [CYIT 4200](#)

with a grade of C or better. Open to BAS - IT Cyber Security majors only. Differential course fee will be assessed.

## **CYIT 4700 - Incident Response**

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(3) Credit Hours

This course covers the steps to a cyber security incident and explore in detail the detection of a breach, identification of compromised systems, containment, assessing additional breaches, and update of security policies. Use of incident response tools and strategies for network analysis, examination of logs, and network and memory forensics are also covered. The review and development of an incident response plan to identify, contain, and eliminate future threats may be included as an expected project-based outcome of the course. Prerequisites: [CYIT 4000](#) and [CYIT 4310](#)

with a grade of C or better. Open to BAS - IT Cyber Security majors only. Differential course fee will be assessed.

## **Latin**

### **LAT 1010 - Elementary Latin I (HF)**

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(3) Credit Hours

Students are introduced to the fundamental building blocks of the Latin language, including basic vocabulary, noun declensions, and verb conjugations. Students gradually build upon these foundations in order to read and write increasingly more complex Latin prose. In addition, students are exposed to excerpts of ancient Latin prose, adapted from the writings of historical Roman authors, in order to comprehend the mythological, cultural, social, and historical

traditions of ancient Rome and to reflect upon the continuity of those traditions today. Fall semester. Credit not allowed in both LAT 1010 and [LAT 1110](#)

**General Education Category:** Humanities and Fine Arts

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## LAT 1020 - Elementary Latin II (HF)

(3) Credit Hours

Students continue their introduction to the fundamental building blocks of the Latin language, including basic vocabulary, noun declensions, and verb conjugations. Students continue to read and write increasingly more complex Latin prose. In addition, students are exposed to excerpts of ancient Latin prose, adapted from the writings of historical Roman authors, in order to comprehend the mythological, cultural, social, and historical traditions of ancient Rome and to reflect upon the continuity of those traditions today. Spring semester. Prerequisites: [LAT 1010](#) with a minimum grade of C or placement or Department Head approval. May be registered as [LAT 1120](#)

**General Education Category:** Humanities and Fine Arts

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## LAT 1110 - Elementary Latin for Science Majors I (HF)

(3) Credit Hours

Students are introduced to the fundamental building blocks of the Latin language, including basic vocabulary, noun declensions, and verb conjugations. Students gradually build upon these foundations in order to read and write increasingly more complex Latin prose. In addition, students are exposed to excerpts of ancient Latin prose, adapted from the writings of historical Roman authors, in order to comprehend the mythological, cultural, social, and historical traditions of ancient Rome and to reflect upon the continuity of those traditions today. Fall semester. Open only to students enrolled in any Bachelor of Science major belonging to the following departments: Biological and Environmental Sciences; Chemistry; Health and Human Performance; Mathematics; Nursing; Physics, Geology and Astronomy. Credit not allowed in both LAT 1110 and [LAT 1010](#)

**General Education Category:** Humanities and Fine Arts

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## LAT 1120 - Elementary Latin for Science Majors II (HF)

(3) Credit Hours

Students continue their introduction to the fundamental building blocks of the Latin language, including basic vocabulary, noun declensions, and verb conjugations. Students continue to read and write increasingly more complex Latin prose. In addition, students are exposed to excerpts of ancient Latin prose, adapted from the writings of historical Roman authors, in order to comprehend the mythological, cultural, social, and historical traditions of ancient Rome and to reflect upon the continuity of those traditions today. Spring semester. Prerequisites: [LAT 1110](#) with a minimum grade of C or placement or Department Head approval. Open only to students enrolled in any Bachelor of Science major belonging to the following departments: Biological and Environmental Sciences; Chemistry; Health and Human Performance; Mathematics; Nursing; Physics, Geology and Astronomy. Credit not allowed in both LAT 1120 and [LAT 1020](#)

**General Education Category:** Humanities and Fine Arts

## LAT 1999R - Special Projects

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(1-9) Credit Hours

Individual or group projects. Maximum credit 4 hours. On demand. Prerequisites: Department Head approval.

## LAT 2010 - Intermediate Latin I (HF)

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(3) Credit Hours

Students learn Latin through literary and historical readings, practice activities, exercises, and projects in order to build from an elementary level towards intermediate competency. At the same time, they interpret individual texts while assessing the ongoing presence of the Latin language and Roman cultural models from the end of the Roman empire down to the present day, with special focus on the medieval period. Fall semester. Prerequisites: [LAT 1020](#) with a minimum grade of C or placement or Department Head approval.

**General Education Category:** Humanities and Fine Arts

## LAT 2020 - Intermediate Latin II (HF)

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(3) Credit Hours

Students learn Latin through literary and historical readings, practice activities, exercises, and projects in order to build on the competencies acquired in LAT 2010. They complete the study of Latin linguistic structures in order to achieve an intermediate level. At the same time, they interpret individual texts while assessing the ongoing presence of the Latin language and Roman cultural models from the end of the Roman empire down to the present day, with special focus on the Renaissance and Early Modern periods. Spring semester. Prerequisites: [LAT 2010](#) with a minimum grade of C or placement or Department Head approval.

**General Education Category:** Humanities and Fine Arts

## LAT 2999R - Group Studies

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(1-9) Credit Hours

On demand. Prerequisites: Department Head approval. Department may have additional prerequisite requirements.

## LAT 3500R - Latin Prose

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(3) Credit Hours

Sallust, Caesar, Tacitus, Seneca, Cicero, and Petronius considered in different semesters. On demand. Prerequisites: [LAT 2020](#) with a minimum grade of C or placement, or Department Head approval.

## LAT 3510R - Latin Poetry

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**(3) Credit Hours**

Latin lyric poetry, Roman comedy, Latin satire, Horace, Vergil, and Lucretius considered in different semesters. On demand. Prerequisites: [LAT 2020](#) with a minimum grade of C or placement, or Department Head approval.

**LAT 3999R - Group Studies**

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**(1-9) Credit Hours**

On demand. Prerequisites: Department Head approval. Department may have additional prerequisite requirements.

**LAT 4995R - Departmental Thesis**

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**(1-3) Credit Hours**

A two-semester research or creative project resulting in a thesis under the supervision of a faculty member and with the approval of the Honors College. On demand. Prerequisites: Student must coordinate with Honors College to submit a Thesis Contract to get registered for this course. Restricted to Sophomore standing or higher.

**LAT 4997R - Research**

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**(1-9) Credit Hours**

Enables students to conduct independent research. On demand. Prerequisites: Student must coordinate with a specific faculty member to complete the Research contract to get registered for the course. Restricted to Sophomore standing or higher.

**LAT 4998R - Individual Studies**

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**(1-9) Credit Hours**

Enables students to study selected topics in depth. On demand. Prerequisites: Student must coordinate with a specific faculty member to complete the Individual Studies contract to get registered for the course. Restricted to Sophomore standing or higher.

**LAT 4999R - Group Studies**

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**(1-9) Credit Hours**

Department may have additional prerequisite requirements. On demand.

**Latin American Studies****LTAM 1750 - Introduction to Latin American Studies (CZ or HF)**

(3) Credit Hours

This course is a multidisciplinary introduction to Latin American Cultures. Through a variety of disciplines, students will explore the vibrant cultures (i.e. Native-American, African, Mulatto & Mestizo) of the many countries of Latin America, with special attention to their literatures (in translation), music and films. Topics will vary, but may include migration, social movements, literary traditions, revolutions, race, histories, gender, religions, and linguistic backgrounds (e.g. French, Portuguese, Spanish, Quechua, Nahuatl, etc.). Every semester. Lecture 3 hours.

**General Education Category:** Individual and Global Citizenship or Humanities and Fine Arts

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## **LTAM 2200 - Afro-Latino Voices: The Caribbean and Beyond (CZ or HF)**

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(3) Credit Hours

This course is a survey of primary and secondary texts written by, and/or about Spanish speaking people of African heritage. This course is taught in English. Main topics will include identity, gender, race, resistance, and representations. Fall and Spring semesters. Lecture 3 hours.

**General Education Category:** Individual and Global Citizenship or Humanities and Fine Arts

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## **LTAM 3100 - Highlights of Mexican Identity and Culture (HF)**

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(3) Credit Hours

This course will explore topics about the Culture, Identity, Literatures, and Art of selected Mexican peoples/groups. It will also include films and documentaries. The course will be taught in English. We will explore and examine the different cultural, artistic, political, and social aspects of México, beginning with a brief introduction about its origins, all the way to the 21st century. Students will be able to recognize the connection between cultural products and society, relate the effects of geography, economics, religion, and philosophy on the values of the region's culture and their cultural products. Students will also be able to analyze information and ideas from multiple perspectives and articulate an argument or an opinion or a conclusion based on their analysis. Moreover, this course will introduce students to México's society and culture, and to a range of themes within that region. It will also provide students different avenues to learning about México. Fall or Spring semester. Lecture 3 hours.

**General Education Category:** Humanities and Fine Arts

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## **LTAM 4020R - Topics in Latin American Studies**

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(3) Credit Hours

A seminar-like course that offer students majoring in Latin American Studies an opportunity to study and reflect on foundational texts and different cultural manifestations from Latin America, including literature, film, historiography, arts, current events, etc. The course may concentrate in any of these areas or combine them to create an interdisciplinary edge that will enrich the education of our students. Fall or Spring semester. Lecture 3 hours. Senior standing.

## **Management**

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### **MGT 1999R - Special Projects**

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(1-9) Credit Hours

Individual or group projects. Maximum credit 4 hours. On demand. Prerequisites: Department Head approval. Differential course fee will be assessed.

## **MGT 2500 - Business and Society**

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(3) Credit Hours

This course introduces students to the role businesses play in society and focuses on the topics of ethics, corporate social responsibility, sustainability, and diversity. The course also examines the positive and negative impact of business decisions on all of an organization's stakeholders including the owners, employees, communities, environment, suppliers, buyers, businesses, and other individuals or groups that are impacted by the organization in a global society. Restricted to Sophomore standing or higher. Differential course fee will be assessed.

## **MGT 2999R - Group Studies**

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(1-9) Credit Hours

On demand. Prerequisites: Department Head approval. Department may have additional prerequisite requirements. Differential course fee will be assessed.

## **MGT 3100 - Business Communication**

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(3) Credit Hours

Principles of writing, grammar, rhetoric, and oral presentations are applied to business communication. Mechanics that include organization, methods of development, paragraph length, sentence style, and vocabulary of professional and business letters, memoranda, and reports. On demand. Prerequisites: ENGL 1020 with a minimum grade of C, DATA 1000 or CPSC 1000, THSP 1090, and a minimum of 50 earned hours, or Department Head approval. Differential course fee will be assessed.

## **MGT 3150 - Management Concepts, Theory, and Practice**

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(3) Credit Hours

Principles of management focusing on the processes of strategic and intermediate term planning, organizing, human resource management, leadership, motivation, groups, communication and controlling. Topics also include the history of management as well as current trends in the discipline. Every semester. Prerequisites: Junior standing or Department Head approval. Differential course fee will be assessed.

## **MGT 3300 - Concepts in Organizational Behavior**

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(3) Credit Hours

An advanced survey of theory and research concerning the behavior of people in organizations. Topics include personality, communication, perception, group dynamics, stress, change and organizational culture. Class is taught extensively using experimental exercises and cases. Fall and Spring semesters. Prerequisites: [MGT 3150](#) or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MGT 3310 - Organizational Motivation and Leadership**

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(3) Credit Hours

A comprehensive examination of leading theories of organizational motivation and leadership. An understanding of the processes affecting the behavior of employees is stressed. Emphasis will be placed on directed exercises demonstrating the implementation of concepts learned from the class material. Fall and Spring semesters. Prerequisites: [MGT 3150](#) or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MGT 3320 - Human Resource Management**

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(3) Credit Hours

Introduction to human resource management principles and practices, including job analysis, staffing, equal opportunity laws, performance management, compensation and benefits, safety, and employee relations. Fall and Spring semesters. Junior standing or Department Head approval. Differential course fee will be assessed.

## **MGT 3900R - Experiential Learning: Academic Internship Program**

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(1-3) Credit Hours

A supervised work experience designed to strengthen the student's technical competencies and fundamental knowledge in accounting, finance, management, marketing or entrepreneurship. Application process required. Minimum GPA and previous coursework will be evaluated prior to approval. A maximum of three credit hours can be earned through one internship position. A maximum of six credit hours can be earned in [ACC 3900R](#)

[/DATA 3900R](#)

[/ECON 3900R](#)

[/ETR 3900R](#)

[/FIN 3900R](#)

[/MGT 3900R](#)/[/MKT 3900R](#)

per student through the College of Business with no more than three hours earned per semester. Every semester. Prerequisites: approval of internship coordinator. Junior standing. Open to business majors only. Differential course fee will be assessed. Satisfactory/No Credit.

## **MGT 3999R - Group Studies**

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(1-9) Credit Hours

On demand. Prerequisites: Department Head approval. Department may have additional prerequisite requirements. Differential course fee will be assessed.

## **MGT 4100 - Labor Relations and Negotiations**

**(3) Credit Hours**

An overview of union-management relations. Topics include labor history, labor law, collective bargaining, negotiation strategies and tactics, contract administration, grievance processes, and dispute resolution techniques such as arbitration and mediation. Negotiation skills are developed through various interactive exercises including a mock labor contract negotiation. On demand. Prerequisites: [MGT 3150](#)

with a minimum grade of C or Department Head approval. Junior standing. Differential course fee will be assessed.

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**MGT 4110 - Government Regulation of Human Resource Management**

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**(3) Credit Hours**

An examination of laws and government guidelines regulating the employer employee relationship with regard to hiring, discharge, and conditions of employment. Topics include sexual harassment, discrimination, and employee privacy. Fall and Spring semesters. Prerequisites: [BUS 3350](#)

, [MGT 3320](#)

with a minimum grade of C, or Department Head approval. Junior standing. Differential course fee will be assessed.

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**MGT 4140 - Managerial Decision-Making**

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**(3) Credit Hours**

This course emphasizes a socio-psychological approach to decision-making and examines the mechanisms that underlie decision choices, preferences, and judgments. The goal is to improve decision making by use of experiential exercises, cases, and class discussion. The students will gain insights regarding decision and judgments in the complexities of human choices and also increase awareness of the mechanisms that guide behavior. The course will be hands on to help the students learn and apply theories. On demand. Prerequisites: [MGT 3150](#)

or Department Head approval. Differential course fee will be assessed.

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**MGT 4150 - Managing Change**

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**(3) Credit Hours**

This course introduces the theory and practice of managing change in organizations. Students will learn reasons for, types of, factors that influence, and strategies and techniques to effectively implement change. On demand.

Prerequisites: [MGT 3150](#)

or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MGT 4330 - Human Resource Management and Technology**

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(3) Credit Hours

This course provides an introduction to the use of technology in the administration of human resources, and how new technologies can contribute significantly to the efficiencies in the management of a company's human capital. Includes the strategic use of Human Resource Information Systems information, web-based Human Resource tools, and other technological applications used within the various functional areas of Human Resources. Spring semester. Prerequisites: [MGT 3320](#) with a minimum grade of C or Department Head approval. Differential course fee will be assessed.

## **MGT 4340 - Staffing**

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(3) Credit Hours

A study of staffing as a strategic function of the human resource management process including recruitment, selection, and placement of employees. The primary emphasis is on effective recruiting and selection methods and the validation of selection tests. Fall and Spring semesters. Prerequisites: [DATA 2140](#) with a minimum grade of C, [MGT 3320](#) with a minimum grade of C, or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MGT 4350 - Compensation and Benefits**

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(3) Credit Hours

A study of compensation and benefits practices used by organizations to motivate employees in achieving strategic organizational goals. Establishing internal alignment and external competitiveness in pay structure design is a primary focus, along with variable pay design and labor cost control. Fall and Spring semesters. Prerequisites: [DATA 2140](#) with a minimum grade of C, [MGT 3320](#) with a minimum grade of C, or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MGT 4360 - Managing Diversity in Organizations**

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(3) Credit Hours

This course provides an overview of diversity issues in the workplace. In response to changing workforce demographics, the global marketplace, and increased competition, organizational awareness of the need to effectively manage an increasingly more diverse workforce has intensified. This course helps students understand these issues and develop skills to function better in a multicultural business environment. Fall and Spring semesters. Prerequisites: [MGT 3150](#) or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MGT 4370 - Workplace Learning and Training**

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(3) Credit Hours

A study of workplace learning, training, and development as a strategic function of the human resource management system to improve employee performance. Topics include needs assessment, effective design of learning interventions,

learning theory and methods, training technologies, evaluation, performance improvement, and employee development. Fall and Spring semesters. Prerequisites: [MGT 3320](#) with a minimum grade of C or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MGT 4380 - International Management**

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(3) Credit Hours

A study of issues, concepts, and skills necessary for managerial success in international companies. Particular attention is given to exploring how culture influences management practices in overseas operations. Every semester.

Prerequisites: [MGT 3150](#)

or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MGT 4400 - Strategic Management**

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(3) Credit Hours

This capstone course integrates all functional areas of business. Students will analyze management decisions and formulate future strategies for business. Strategic management theory will emphasize planning from mission setting and goal development through implementation, evaluation and control. Special emphasis will be placed on application of concepts. Every semester. Prerequisites: [FIN 3020](#)

, [MGT 3150](#)

, [MKT 3130](#)

, or Department Head approval. Senior standing. Differential course fee will be assessed.

## **MGT 4410 - Senior Seminar**

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(1) Credit Hours

The practices, policies, and administration of business examined by top level executives of a variety of businesses. The course considers a wide variety of topics from the top management viewpoint with a view towards broadening the interest and horizon of the student. On demand. Prerequisites: Department Head approval. Senior standing. Open to Business Administration majors only. Differential course fee will be assessed. Satisfactory/No Credit.

## **MGT 4440 - HR Strategy and Analytics**

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(3) Credit Hours

This capstone course in human resources emphasizes the role of HR to support organizational strategy and utilizing HR analytics to design and propose relevant HR initiatives that contribute directly to business success. Students will design and execute an employee survey and gain firsthand experience in collecting organizational data, analyzing results, and proposing actionable HR strategies. Course is to be taken during student's final semester before graduation. Spring semester. Prerequisites: [MGT 4340](#)

and [MGT 4350](#)

, one of which may be taken concurrently, or Department Head approval. Senior standing. Differential course fee will be assessed.

## MGT 4550 - Project Management

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(3) Credit Hours

Organizations, both for profit and not for profit, strive to improve efficiencies and speed, especially as business becomes more globalized. Therefore, organizations are utilizing more projects to achieve these goals. This course will provide a thorough introduction to the different phases of project management. This course will introduce topics ranging from project lifecycles, budgets, working with people, time management, risk assessments, and other stages of the project management process to ensure an understanding of how projects are managed. Every semester. Prerequisites: [DATA 3560](#) or [DATA 3110](#), and [DATA 3600](#), or Department Head approval. Senior standing. Differential course fee will be assessed.

## MGT 4950R - International Business Experience

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(3) Credit Hours

This course focuses on creating an appreciation of the complexities of operating a business in a foreign context and understanding the economic, political, cultural and social factors at the international level. This course provides students with a truly real-world experience in international business, where they will gain an understanding of other cultures and learn the challenges and opportunities of doing business outside the United States. Students will also participate in business visits and discussions with international business leaders and professors while sharing in a different and unforgettable cultural experience. International travel required. Differential course fee will be assessed.

## MGT 4995R - Departmental Thesis

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(1-3) Credit Hours

A two-semester research or creative project resulting in a thesis under the supervision of a faculty member and with the approval of the Honors College. On demand. Prerequisites: Student must coordinate with Honors College to submit a Thesis Contract to get registered for this course. Restricted to Sophomore standing or higher. Differential course fee will be assessed.

## MGT 4997R - Research

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(1-9) Credit Hours

Enables students to conduct independent research. On demand. Prerequisites: Student must coordinate with a specific faculty member to complete the Research contract to get registered for the course. Restricted to Sophomore standing or higher. Differential course fee will be assessed.

## MGT 4998R - Individual Studies

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(1-9) Credit Hours

Enables students to study selected topics in depth. On demand. Prerequisites: Student must coordinate with a specific

faculty member to complete the Individual Studies contract to get registered for the course. Restricted to Sophomore standing or higher. Differential course fee will be assessed.

## **MGT 4999R - Group Studies**

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(1-9) Credit Hours

Department may have additional prerequisite requirements. On demand. Differential course fee will be assessed.

# **Marketing**

## **MKT 1999R - Special Projects**

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(1-9) Credit Hours

Individual or group projects. Maximum credit 4 hours. On demand. Prerequisites: Department Head approval. Differential course fee will be assessed.

## **MKT 2630 - Personal Selling and Self Promotion (SB)**

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(3) Credit Hours

For non-Business Majors, this course will both teach and apply – largely in the form of a multitude of experiential learning approaches (e.g., role plays; case studies, etc.) – the principles of effective selling and better self-promotion, including proactively and impactfully managing one's own career (i.e., one's 'Personal Brand', job search strategies, and professional networking). The core steps and building blocks of the "Personal Selling Process" will be covered, including prospecting, effective communication, making effective presentations, earning the trust and commitment of others, and how to be an ethical and effective broker of influence and interpersonal persuasion. Fall and Spring semesters. Credit will not apply toward B.S.B.A. programs. Credit not allowed for both [MKT 3630](#) and MKT 2630. Differential course fee will be assessed.

**General Education Category:** Behavioral and Social Science

## **MKT 2999R - Group Studies**

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(1-9) Credit Hours

On demand. Prerequisites: Department Head approval. Department may have additional prerequisite requirements. Differential course fee will be assessed.

## **MKT 3130 - Principles of Marketing**

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(3) Credit Hours

This course examines the principles and methods of marketing goods and services from producers to other businesses and end consumers. This course introduces students to topics such as: identifying and selecting target markets; product, price, supply chain and distribution, and promotion decisions made by organizations; marketing research methods;

consumer and business buyer behavior; and strategies the firm may use to take advantage of market opportunities. Junior standing. Differential course fee will be assessed.

## **MKT 3180 - International Marketing**

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(3) Credit Hours

Examination of the problems and opportunities in marketing across national borders. Major topics covered in this course are: description of major world markets, including cultural and political implications of target market selection; market entry alternatives; marketing strategy and implementation issues in a global environment. Fall and Spring semesters. Prerequisites: [MKT 3130](#)

or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MKT 3200 - Foundations of Entrepreneurship & New Venture Creation**

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(3) Credit Hours

This course is designed to introduce the theory and practice of entrepreneurship. Students will examine the activities and issues involved in the lifecycle of the entrepreneurial process – from the conception of a new idea, to the birth of a venture, to the refinement of the venture's business model and strategy. Fall and Spring semesters. Junior standing or Department Head approval. May be registered as [ETR 3200](#)

- . No credit in both MKT 3200 and [ETR 3200](#)
- . Differential course fee will be assessed.

## **MKT 3310 - Digital Marketing**

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(3) Credit Hours

This course introduces students to the changing world of digital marketing. Students will examine how to strategically utilize digital tools to build a customer community, strengthen brand equity, and influence public opinion. The course will cover both the conceptual use of digital media as well as the practical tools involved. Fall and Spring semesters. Junior standing. Differential course fee will be assessed.

## **MKT 3450 - New Product Development and Marketing**

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(3) Credit Hours

This course is designed to explore two critical business topics: (1) the design and development of new products and innovations, and (2) the management of new and existing products. First, topics in new product development include idea generation and screening, design, planning, and prototyping, and new product roll-out, as well as the development of marketing strategies and implementation plans for new products and services. Second, we consider the job of the “typical” product manager in marketing consumer and business-to-business goods/services, focusing on the critical analyses they perform. On demand. Prerequisites: [MKT 3130](#)

with a minimum C or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MKT 3620 - Integrated Marketing Communications**

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**(3) Credit Hours**

This course considers the many ways marketers communicate with target customers to inform and influence decision-making. Also considers the nature and role of integrated marketing communications in an organization's overall marketing plan. Foundation concepts include target marketing, positioning, and consumer behavior as they relate to persuasive marketing communications. Specialized topics include objective and budget setting, planning the promotional message, media planning, sponsorship marketing, sales promotion techniques, public relations, and other elements of promotion strategy. Fall and Spring semesters. Prerequisites: [MKT 3130](#) with a minimum grade of C or Department Head approval. Junior standing. Differential course fee will be assessed.

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**MKT 3630 - Professional Selling**

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**(3) Credit Hours**

This course offers an introduction to the basic concepts and required skills for professional selling, including, but not limited to, prospecting, effective communication, making sales presentations, earning commitment, and executing effective follow-up communications. Course activities will emphasize building trust, customer orientation, and managing long-term customer relationships. Classes are highly interactive and are designed to enhance a student's selling skills and develop self-confidence through experiential exercises, role-play scenarios, and presentations. Fall and Spring semesters. Credit not allowed for both MKT 3630 and MKT 2630. Differential course fee will be assessed.

**Effective Spring 2026.**

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**MKT 3640 - Retailing**

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**(3) Credit Hours**

Focuses on strategy development and execution in marketing consumer goods and services through retail organizations. In addition to such topics as target market selection, location decisions, and merchandising issues, vendor relations, trade management, and emerging retail trends will be covered. On demand. Prerequisites: [MKT 3130](#) or Department Head approval. Junior standing. Differential course fee will be assessed.

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**MKT 3650 - Consumer Behavior**

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**(3) Credit Hours**

Consumer behavior is an analysis of internal and external influences on consumer buying behavior. Internal influences include perception, motivation, personality, and attitudes, while external influences include culture, families, social class, and situations. The consumer decision making process is also evaluated with reference to these influences. Fall and Spring semesters. Prerequisites: [MKT 3130](#) with a minimum grade of C, junior standing or Department Head approval. Differential course fee will be assessed.

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**MKT 3730 - Sales Management**

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**(3) Credit Hours**

Sales Management provides students with an overview of how firms produce an effective salesforce. The course also extends students' understanding of marketing's reach and potential impact in achieving its overarching goals. This course covers the sales process, the relationship between sales and marketing, sales force structure, customer

relationship management (CRM), uses of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople. Fall and Spring semesters. Prerequisites: [MKT 2630](#) or [MKT 3630](#) or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MKT 3900R - Experiential Learning: Academic Internship Program**

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(1-3) Credit Hours

A supervised work experience designed to strengthen the student's technical competencies and fundamental knowledge in accounting, finance, management, marketing or entrepreneurship. Application process required. Minimum GPA and previous coursework will be evaluated prior to approval. A maximum of three credit hours can be earned through one internship position. A maximum of six credit hours can be earned in [ACC 3900R](#)

[/DATA 3900R](#)

[/ECON 3900R](#)

[/ETR 3900R](#)

[/FIN 3900R](#)

[/MGT 3900R](#)

/MKT 3900R per student through the College of Business with no more than three hours earned per semester. Every semester. Prerequisites: approval of internship coordinator. Junior standing. Open to business majors only. Differential course fee will be assessed. Satisfactory/No Credit.

## **MKT 3999R - Group Studies**

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(1-9) Credit Hours

On demand. Prerequisites: Department Head approval. Department may have additional prerequisite requirements. Differential course fee will be assessed.

## **MKT 4150 - Business to Business Marketing**

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(3) Credit Hours

Principles and strategies used in the marketing of products and services to businesses and industrial customers. Covers the differences between organizational buyers and ultimate consumers and the resulting effects on marketing strategy. The course also covers the "buying" side of business to business marketing by examining the purchasing function within organizations. This includes the planning, implementation, and control of purchasing operations, inventory management, and buying for institutions and government agencies. On demand. Prerequisites: [MKT 3130](#), junior standing or Department Head approval. Differential course fee will be assessed.

## **MKT 4160 - Business Negotiations**

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(3) Credit Hours

Negotiation is both art and science, and is required at every level of every firm for all employee types. Gaining skills and expertise in this fundamental aspect of corporate and organizational existence will ensure the student achieves the best possible negotiation outcomes. This course further develops and cultivates the student's capability to effectively

negotiate. A number of realistic negotiation exercises with two or more parties form the bulk of the curriculum. Lectures, theory, and other best practices further complement the course, with the learning materials drawn from best-of-breed multidisciplinary sources, including: business, psychology, economics, behavioral science, game theory, history, politics, and military strategy, amongst others. Fall semester. Junior standing. Differential course fee will be assessed.

## **MKT 4170 - Strategic Distribution Management**

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(3) Credit Hours

Principles and strategies used to design and manage the distribution channels used in the movement of goods and services from producers to users. Includes channel management issues such as determining channel type, coverage and service levels, costs, and conflict management within the channel. The logistics of physical distribution are also addressed. This includes the integration of transportation, warehousing, order processing, inventory control, and location decisions in the effective movement of products and services. On demand. Prerequisites: [MKT 3130](#), junior standing or Department Head approval. Differential course fee will be assessed.

## **MKT 4420 - Services Marketing**

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(3) Credit Hours

An examination of the unique aspects of marketing of services. Appropriate for students seeking careers in health and human services, banking and finance, education and training, small business, sports management, information technology, or other service industries. The course investigates the characteristics of services and service customers, strategic differences in the marketing of goods versus services, service standards, and service quality measurement and management. In addition, the importance of service in providing customer satisfaction. Fall and Spring semesters.

Prerequisites: [MKT 3130](#)

or Department Head approval. Junior standing. Differential course fee will be assessed.

## **MKT 4490 - Practicum in Marketing and Entrepreneurship**

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(3) Credit Hours

This course is an elective for both marketing and entrepreneurship majors who are interested in the practical application of marketing and entrepreneurship concepts and theories. Students will work in groups and be supervised in the process of creating a strategic marketing plan for an entrepreneur or small business. Students will learn the analytical processes and decision tools used to develop the different components of a marketing plan. The course also examines various marketing strategies companies use to achieve their objectives and create a competitive advantage. At the end of the semester, each group will present its strategic marketing plan to the respective business owners. Spring semester.

Prerequisites: [MKT 3130](#)

and 6 additional hours of MKT or ETR with a minimum grade of C in all 9 credit hours, junior standing; or Department Head approval. May be registered as [ETR 4490](#)

- . Credit not allowed in both MKT 4490 and [ETR 4490](#)
- . Differential course fee will be assessed.

## **MKT 4500 - Marketing Research**

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(3) Credit Hours

Course emphasizes marketing research as a decision making tool in opportunity identification and problem analysis. In addition to secondary data analysis, research methodologies and procedures for additional data capture will be covered. An application-oriented approach will address all research phases from problem identification to presentation. Fall and Spring semesters. Prerequisites: [MKT 3130](#) with a minimum grade of C, 3 additional hours in MKT courses, [DATA 2140](#) with a minimum grade of C, or Department Head approval. Senior standing. Differential course fee will be assessed.

## **MKT 4610 - Marketing Problems**

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(3) Credit Hours

The major marketing problems of representative firms, including manufacturers, wholesalers, and retailers. A case course dealing with actual business problems in all phases of marketing activity. Fall and Spring semesters.

Prerequisites: [FIN 3020](#), [MKT 3130](#)

with a minimum grade of C, 6 additional hours in MKT courses, or Department Head approval. Senior standing or Department Head approval. Differential course fee will be assessed.

## **MKT 4630 - Advanced Sales**

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(3) Credit Hours

This course broadens one's understanding of, and appreciation for, what the professional sales role is and why it is important to both the firm and the marketing function. More specifically, this course imparts theory, best practices, and applied / experiential learning techniques which all serve to further reinforce: (1) "how" to sell (i.e., the behaviors and strategic planning associated with selling successfully, and performing at a high level), and (2) perhaps equally important but not nearly as obvious, how and why buyers "buy". The course focuses on "business-to-business" (B2B) sales environments, as that is where many of the most interesting and challenging sales occur in a modern, 21st century economy. Fall semester. Prerequisites: [MKT 2630](#)

or [MKT 3630](#)

or Department Head approval. Corequisites:

Junior standing. Differential course fee will be assessed.

## **MKT 4995R - Departmental Thesis**

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(1-3) Credit Hours

A two-semester research or creative project resulting in a thesis under the supervision of a faculty member and with the approval of the Honors College. On demand. Prerequisites: Student must coordinate with Honors College to submit a Thesis Contract to get registered for this course. Restricted to Sophomore standing or higher. Differential course fee will be assessed.

## **MKT 4997R - Research**

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(1-9) Credit Hours

Enables students to conduct independent research. On demand. Prerequisites: Student must coordinate with a specific

faculty member to complete the Research contract to get registered for the course. Restricted to Sophomore standing or higher. Differential course fee will be assessed.

## MKT 4998R - Individual Studies

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(1-9) Credit Hours

Enables students to study selected topics in depth. On demand. Prerequisites: Student must coordinate with a specific faculty member to complete the Individual Studies contract to get registered for the course. Restricted to Sophomore standing or higher. Differential course fee will be assessed.

## MKT 4999R - Group Studies

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(1-9) Credit Hours

Department may have additional prerequisite requirements. On demand. Differential course fee will be assessed.

# Mathematics

A minimum grade of C must be made on any mathematics course used as a prerequisite for any other mathematics course.

## MATH 1007 - Intermediate Algebra

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(3) Credit Hours

The real number system, first degree equations and inequalities, exponents and polynomials, factoring, rational expressions, rational exponents and roots, linear equations and inequalities in two variables, quadratic equations, systems of equations, absolute value equations, functions and applications. Every semester. Prerequisites: Mathematics 1005 with a minimum grade of C or Math ACT 19 or above. Credit not applicable toward any degree.

## MATH 1010 - Mathematics in the Modern World (QR)

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(3) Credit Hours

Introduction to the nature and techniques of mathematics for non-technical majors through applications of mathematics to the solution of historical and modern problems. Includes such topics as mathematics of finance, laws of growth, graph theory and management science, mathematics of social choice and voting schemes, probability, and basic combinatorics. Fall, Spring, and Summer semesters. Lecture 3 hours. Laboratory/studio course fee will be assessed.

**General Education Category:** Quantitative Reasoning

## MATH 1130 - College Algebra (QR)

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(3) Credit Hours

Designed as a pre-requisite for students with majors that require [MATH 1730](#) or [MATH 1830](#)

. Includes topics such as polynomial, rational, radical, exponential, and logarithmic functions and their graphs,

factoring, solving linear inequalities, solving linear, quadratic, exponential, and logarithmic equations, slope and equations of lines, difference quotient, systems of equations, exponential growth and decay, and mathematics of finance. Mathematical models are taken from business, biology, and the social sciences. Fall, Spring, and Summer semesters.

Lecture 3 hours. Prerequisites: A score of 19 or higher on the ACT Math or successful completion of the Step Ahead Math program or completion of a developmental math course (transfer) with a C or higher or Department Head approval. Credit not allowed in MATH 1130 after completion of [MATH 1830](#)

or [MATH 1710](#)

or any other mathematics course for which these are prerequisites. Credit not allowed in both MATH 1130 and [MATH 1710](#)

. Laboratory/studio course fee will be assessed.

**General Education Category:** Quantitative Reasoning

## MATH 1250 - The First Year Experience in Mathematics

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(1) Credit Hours

An introduction to the college experience of first-year **mathematics** students at UTC and the aspects needed for a successful transition from high school to college. This includes an introduction to the department, successful learning techniques for mathematics, and expectations for academic success. Elective available to students with fewer than 30 earned hours. Recommended during the initial semester for students who enter UTC with fewer than 15 hours. Students enrolled in this course will earn one hour of graded, elective credit. **Does not count towards MATH elective credit.** Fall semester. Only open to freshman (available to students with fewer than 30 earned hours).

## MATH 1710 - Precalculus I

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(3) Credit Hours

Designed primarily for students majoring in mathematics, the physical sciences, and engineering who intend to take [MATH 1720](#)

and [MATH 1950](#)

. Includes topics such as solving polynomial equations and inequalities, complex numbers, the fundamental theorem of algebra, rational functions, graphing techniques, functions, exponential functions, and logarithmic functions.

Mathematical models will be taken primarily from the fields of engineering, biology, and the natural sciences. Fall and Spring semesters. Lecture 3 hours. Prerequisites: A score of 19 or higher on the ACT Math or successful completion of Step Ahead Math program, or completion of a developmental math course (transfer) or Department Head approval. Credit is not allowed in MATH 1710 after the completion of [MATH 1720](#)

, [MATH 1730](#)

, [MATH 1830](#)

, or [MATH 1950](#)

. Credit is not allowed in both [MATH 1130](#)

and MATH 1710. Laboratory/studio course fee will be assessed.

## MATH 1720 - Precalculus II

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(3) Credit Hours

Designed primarily for students majoring in mathematics, the physical sciences, or engineering who intend to take [MATH 1950](#)

. Includes topics such as trigonometric identities, trigonometric equations, complex numbers, conic sections, sequences, and other selected topics. Prerequisites: [MATH 1710](#)

with minimum grade of C or a score of 26 or higher on the ACT Math or Department Head approval. Credit will not be allowed in Mathematics 1720 after completion of [MATH 1950](#)

with a minimum grade of C. Credit is not allowed in both MATH 1720 and [MATH 1730](#)

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## MATH 1730 - Combined Precalculus (QR)

(4) Credit Hours

Designed primarily for students majoring in mathematics, the physical sciences, or engineering who intend to take the calculus course [MATH 1950](#)

. Topics include complex numbers; the fundamental theorem of algebra, rational, exponential, logarithmic, and trigonometric functions, trigonometric identities and equations, conic sections, and other selected topics. Fall, Spring, and Summer semesters. Lecture 4 hours. Prerequisites: [MATH 1130](#)

with a minimum grade of C or a score of 24 or higher on the ACT Math, or Department Head approval. Credit is not allowed in MATH 1730 after the completion of [MATH 1950](#)

with a minimum grade of C.

**General Education Category:** Quantitative Reasoning

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## MATH 1799 - Trigonometry for Physics

(1) Credit Hours

Review of equation solving techniques and presentation of trigonometric topics including angle measure, angular motion, right-triangle trigonometry, unit circle development of trigonometric functions, law of sines, law of cosines, basic trigonometric identities and the use of trigonometry in solving basic vector problems. Lecture 1 hour. Pre or

Corequisites: [MATH 1830](#)

or Department Head approval.

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## MATH 1830 - Calculus for Management, Life, and Social Sciences (QR)

(3) Credit Hours

Introduction to the concept of functions and the basic ideas of the calculus; includes functions and graphs, limits, continuity, differentiation, optimization, marginal analysis and integration; emphasizes business and social sciences applications. Fall, Spring, and Summer semesters. Lecture 3 hours. Prerequisites: [MATH 1130](#)

or [MATH 1710](#)

or [MATH 1720](#)

or [MATH 1730](#)

with minimum grade C or a score of 26 or higher on the ACT Math or Department Head approval. Credit is not allowed in MATH 1830 after completion of [MATH 1950](#)

with a minimum grade of C.

**General Education Category:** Quantitative Reasoning

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## MATH 1950 - Calculus with Analytic Geometry I (QR)

(4) Credit Hours

First course in calculus and analytic geometry. Topics include limits, continuity, exponential and trigonometric functions, basic techniques of differentiation and integration with applications, Riemann integral, antidifferentiation, and the fundamental theorem of calculus.

Fall, Spring, and Summer semesters. Lecture 4 hours. Prerequisites: [MATH 1720](#)

or [MATH 1730](#)

with a minimum grade of C or a score of 28 or higher on the ACT Math or Department Head approval.

**General Education Category:** Quantitative Reasoning

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## MATH 1960 - Calculus with Analytic Geometry II

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(4) Credit Hours

Second course in calculus and analytic geometry. Topics include applications of the integral, techniques of integration, sequences, infinite series and tests for convergence, parametric equations, polar coordinates, and conic sections.

Fall, Spring, and Summer semesters. Lecture 4 hours. Prerequisites: [MATH 1950](#)

with a minimum grade of C or Department Head approval.

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## MATH 1999R - Special Projects

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(1-9) Credit Hours

Individual or group projects. Maximum credit 4 hours. On demand. Prerequisites: Department Head approval.

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## MATH 2030 - Discrete Mathematics for Computer Science

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(3) Credit Hours

Beginning course on discrete mathematics designed for students majoring in computer science. Topics include sets and logic, mathematical induction, functions, sequences, relations, counting methods, recurrence relations, graphs, and trees. Fall, Spring, and Summer semesters. Lecture 3 hours. Prerequisites: [MATH 1830](#)

or [MATH 1950](#)

with minimum grades of C; [CPSC 1100](#)

with a minimum grade of C or Department Head approval.

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## MATH 2040 - Applied Mathematics for Information Technology

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(3) Credit Hours

Introduction to logic, functions and relations, algorithms, number theory, graph theory, descriptive statistics, introduction to probability, random variables, normal and logistic distributions. Fall and Spring semesters. Prerequisites: [MATH 1730](#)

or [MATH 1830](#)

with minimum grade of C or Department Head approval. Credit not allowed in both [MATH 2030](#) and MATH 2040.

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## MATH 2100 - Introductory Statistics (QR)

(3) Credit Hours

Introductory course suitable for students in a variety of disciplines. Emphasizes basic concepts, including descriptive statistics, elementary probability, estimation, and hypothesis testing. This course teaches students how to interpret, to develop, and to use statistical and probabilistic models of real-world phenomena. Students will learn how to solve practical problems using statistical vocabulary, notation, and appropriate technology. Fall, Spring, and Summer semesters. Lecture 3 hours.

**General Education Category:** Quantitative Reasoning

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## **MATH 2150 - Mathematics for Elementary and Middle School Teachers I**

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(3) Credit Hours

First course in a two-semester sequence designed for students majoring in elementary, middle school, and special education to develop a thorough understanding of the mathematics taught in the schools. Includes topics such as arithmetic properties and operations for the whole numbers, integers, rational and irrational number systems, elementary number theory including prime and composite numbers, factors and divisibility criteria, the fundamental theorem of arithmetic, greatest common divisors and least common multiples, in addition to place values, percents, decimals, and other numeration systems. Fall and Spring semesters. Lecture 3 hours. Prerequisites: A score of 19 or higher on the ACT Math or successful completion of Step Ahead Math program or completion of a developmental math course (transfer) with a grade of C or higher or Department Head approval.

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## **MATH 2160 - Mathematics for Elementary and Middle School Teachers II (QR)**

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(3) Credit Hours

Continuation of [MATH 2150](#)

. Emphasizes algebraic notation, sets and functions, basic geometric concepts of measurement, length, area, perimeter, surface area, volume, and the Pythagorean theorem; additionally covers some elementary probability and statistics, including educational statistics. Fall and Spring semesters. Lecture 3 hours. Prerequisites: [MATH 2150](#) with a minimum grade of C or a score of 26 or higher on the ACT Math or Department Head approval.

**General Education Category:** Quantitative Reasoning

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## **MATH 2200 - Elementary Linear Algebra**

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(3) Credit Hours

Basic concepts and techniques of linear algebra; introduces systems of linear equations, matrices, determinants, geometric vectors, vector spaces, general real vector spaces, linear transformations, eigenvalues and eigenvectors, orthogonality, and inner product spaces. Fall, Spring, and Summer semesters. Lecture 3 hours. Prerequisites: [MATH 1950](#) or [MATH 2030](#) with minimum grades of C or Department Head approval.

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## **MATH 2250 - Opportunities for Success as a Math Major**

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(1) Credit Hours

Exploration of areas of study, research/internships, and careers in mathematics, with the goal to promote academic and professional success. The course will include guest speakers from academia, business, industry and government. Fall semesters. Sophomore (or higher) standing and Mathematics major or Department Head approval. Satisfactory/No Credit.

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