

# Business Administration (BA)

## College of Business and Security Management

Business Administration Program (<https://www.uaf.edu/som/degrees/undergraduate/ba/>)

907-474-7461

### BA F151X Introduction to Business

3 Credits

Offered Fall, Spring and Summer

Main components: business organization, business theory and the nature of major business functions such as management, finance, accounting, marketing and personnel administration. Also, focus on methods and data required to research and analyze good business practices and decisions while developing these major business functions. Review professional business career opportunities/requirements.

**Attributes:** UAF Degree Social Sciences Req, UAF GER Social Sciences Req

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### BA F241 Advertising, Sales and Promotion

3 Credits

Offered As Demand Warrants

Advertising, publicity, sales management, sales promotion, direct marketing and the interrelationships necessary for effective promotions in domestic or international, small or large, goods or services, and for-profit or nonprofit organizations.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### BA F253 Internship in Business

1-3 Credits

Offered As Demand Warrants

Supervised work experience in an approved position related to the student's career interests or objectives. Number of credits depends on type of position and time worked. No student can count more than eight internship credits towards a degree.

**Prerequisites:** Approval of program or department head.

**Lecture + Lab + Other:** 1-3 + 1-3 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**Repeatable for Credit:** May be taken 3 times for up to 9 credits

### BA F254X Personal Finance (s)

3 Credits

Offered Fall, Spring and Summer

This course will allow students to use knowledge and skills to manage financial resources effectively for a lifetime of financial well-being. Personal finance concepts and information will be learned, as well as practical application that can empower to save, budget, avoid debt and spend wisely.

**Special Notes:** Students will take what is taught and start practicing sound financial habits throughout the semester that can serve well for a lifetime.

**Attributes:** UAF Degree Social Sciences Req, UAF GER Social Sciences Req

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### BA F280 Sport Leadership

3 Credits

Offered Fall

Provides leadership theory and develop leadership skills for application internal and external to their sport. Focus on the identification and development of leadership skills/abilities and application within the classroom, a sport and for an on-campus project.

**Cross-listed with** LEAD F280; SPRT F280.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### BA F281X Introduction to Sport Management

3 Credits

Offered Fall, Spring and Summer

An introduction to the field of sport management, including different segments, components and career paths within the industry. Topics such as collective bargaining, leadership in sports, legal aspects of sports, sports agents, sports analytics, sports marketing, stadium financing and the sociology of sports will be examined.

**Cross-listed with** SPRT F281X.

**Attributes:** UAF GER Social Sciences Req

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### BA F307 Introductory Human Resources Management

3 Credits

Offered Fall, Spring and Summer

Introduction to management principles and personnel practice in industry, analysis of labor-management problems, methods and administration of recruiting, selecting, training and compensating employees, and labor laws and their applications.

**Prerequisite:** WRTG F111X.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### BA F308 Professional Development: How to Prepare for a Job and Other Survival Skills

1 Credit

Offered Fall, Spring and Summer

Learn how to compose and analyze essential business and personal communications with an emphasis on those related to the job search, including resumes, letters and emails. Learn and apply job seeking and career advancement skills related to interviews, business etiquette and personal brand.

**Prerequisites:** WRTG F111X; COM F121X, COM F131X or COM F141X; BA F151X (may be taken concurrently), ACCT F261X (may be taken concurrently) or AIS F101 (may be taken concurrently).

**Crosslisted with** BAM F308.

**Lecture + Lab + Other:** 1 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### BA F309 Professional Development: Finding a Career

1 Credit

Offered Fall, Spring and Summer

Further your understanding of business and personal communications, with an emphasis on communications used in the typical workplace, including letters, reports and memoranda. Learn and apply career advancement skills related social media presence, advanced interviewing techniques and site visits.

**Prerequisites:** WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; BA F308.

**Cross-listed with** BAM F309.

**Lecture + Lab + Other:** 1 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F310 Professional Development: Being Successful in Your Career**

1 Credit

Offered Fall, Spring and Summer

Master the business and personal communications needed for career advancement and success in a typical work environment. Learn about negotiations, networking, meeting and presentation facilitation, on-the-job conflict management, ethics, using social media and interpersonal communications on the job.

**Prerequisites:** BA F308; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.

**Cross-listed with** BAM F310.

**Lecture + Lab + Other:** 1 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F317 Employment Law**

3 Credits

Offered Fall

Basic personnel and human resource management law, including labor law and current management practices in administering collective bargaining agreements. Emphasis on the major federal and Alaska state laws affecting personnel management.

**Prerequisites:** BA F307 or concurrent enrollment; WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F323X Business Ethics**

3 Credits

Offered Fall, Spring and Summer

A grounding in ethical theories and basic issues of moral thought, with examples which highlight the pitfalls in practical ethics which future managers are likely to face, and the need to design organizations so as to promote ethical behavior.

**Prerequisites:** Junior standing.

**Attributes:** UAF Degree Humanities Req, UAF GER Ethics Req

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F325 Financial Management**

3 Credits

Offered Fall, Spring and Summer

Time value of money, bond and stock valuation, capital budgeting, risk-return trade-offs and option pricing.

**Prerequisites:** ACCT F261X; ECON F101X; ECON F102X; ECON F227; MATH F122X.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F330 The Legal Environment of Business**

4 Credits

Offered Fall, Spring and Summer

The judicial system, legal processes, administrative procedures, law of torts, contract and agency government regulation of business, business ethics, corporate social responsibility and the uniform commercial code.

**Lecture + Lab + Other:** 4 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F343 Principles of Marketing**

3 Credits

Offered Fall, Spring and Summer

Management of a firm's marketing effort focusing on products, distribution, pricing and promotion to targeted consumers. Practices appropriate to domestic or international, small or large, goods or services, and for-profit or nonprofit organizations included.

**Prerequisites:** WRTG F111X; COM F131X or COM F141X.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F360 Operations Management**

3 Credits

Offered Fall, Spring and Summer

Operations management with an emphasis on systematic planning, design and operation of the processes that produce goods and deliver services that customers recognize to be of superior quality. Topics include operations strategy, process design, quality control, statistical process control, project scheduling, material requirements planning and just-in-time systems.

**Prerequisites:** AIS F101; ECON F227.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F375 Introduction to Esports Management**

3 Credits

Offered Fall

This course is designed to introduce students to business concepts related to the esports industry. Students will be exposed to topics including: the definition of esports, content marketing, event management, management, governance and legal aspects of esports.

**Prerequisites:** WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.

**Cross-listed with** SPRT F375.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F390 Organizational Theory and Behavior**

3 Credits

Offered Fall, Spring and Summer

Understanding how and why organizations behave as they do, assessing whether the behavior is functional or dysfunctional, and learning to understand and change motivation, leadership, communications, group dynamics, conflict management, layout, technology, structure and policies to create high-functioning organizations.

**Prerequisite:** WRTG F111X.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F391 Alaska Native Corporations: A Historical and Contemporaneous Perspective**

3 Credits

Offered As Demand Warrants

Explore management within Alaska Native Corporations to understand the cultural origins and behavioral adaptations unique to these organizations. Alaska Native Claims Settlement Act, Alaska National Interest Lands Conservation Act, indigenous leadership, cultural anthropology, contrasting cultural values and managing and maintaining organizational culture will be covered.

**Prerequisites:** WRTG F111X and junior standing.

**Attributes:** UAF Alaska Native Theme

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F421 Business Analytics**

3 Credits

Offered As Demand Warrants

This class provides an introduction and application of data analytics in accounting and business contexts. Students will develop an understanding of analytic concepts and how they apply to the investigation of business data relationships and trends.

**Prerequisites:** ECON F227 or STAT F200X; ACCT F261X; MATH F122X, MATH F151X, MATH F156X, MATH F230X, MATH F251X, MATH F252X or MATH F253X.

**Stacked with** MBA F623.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F423 Investment Analysis**

3 Credits

Offered As Demand Warrants

Introduction to investment analysis. Presents an understanding of the investment environment and analytical tools in investing. Intended for undergraduate students.

**Prerequisites:** BA F325; WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F424 Real Estate and Alternative Investments**

3 Credits

Offered As Demand Warrants

Develop skills required to value and finance residential and commercial real estate. Financing instruments, markets and taxation issues specific to real estate are covered in the first half; alternative investments such as REITs will be presented in the second half of the course.

**Prerequisites:** BA F325.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F435 Entrepreneurship**

3 Credits

Offered Fall

This course will provide students with the steps toward starting and growing their own business and entrepreneurial ventures for other businesses.

They will learn methods, mindset and approaches necessary to form a business. Upon completion, students will have the resources, behaviors and confidence to develop a new venture.

**Prerequisites:** BA F151X; ACCT F261X or BAM F352.

**Crosslisted with** BAM F435.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F436 Consumer Behavior**

3 Credits

Offered Spring

Effects of nationality, culture, social class, family, personality, symbolism and persuasion on consumptive behavior. Qualitative methodologies such as focus groups covered.

**Prerequisites:** BA F343 or PSY F330.

**Attributes:** UAF Degree Social Sciences Req

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F440 Logistics**

3 Credits

Offered Fall and Spring

This course introduces students to the fundamental principles and practices of logistics management. Topics include supply chain management, transportation, inventory management, warehousing and the use of technology in logistics. Students will gain a comprehensive understanding of how logistics contributes to an organization's operational success.

**Prerequisites:** WRTG F111X; junior or senior standing.

**Cross-listed with** BAM F440.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F443 Social Media Marketing**

3 Credits

Offered As Demand Warrants

Learn the concepts, methods and practices of social media marketing (SMM) as applied by large firms, small businesses and non-profits. Prepare, implement and measure a social media marketing campaign. Covers consumer response, SMM campaign planning and measurement.

**Prerequisites:** BA F343; AIS F101.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F445 Marketing Research**

3 Credits

Offered As Demand Warrants

Basic processes and tools of marketing research emphasizing utilization of research findings as an integral part of the managerial decision-making process. Techniques of qualitative and quantitative data-gathering and analysis to solve marketing problems. Practices appropriate to domestic or international, small or large, goods or services, and for-profit or nonprofit organizations.

**Prerequisites:** BA F343; ECON F227; WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; upper division Bachelor of Business Administration standing or permission of the SOM advisor.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F453 Internship in Business Administration**

3 Credits

Offered As Demand Warrants

A supervised practical work experience that engages students in structured exploration of the business environment and an opportunity to demonstrate and apply previous coursework and prior learning to their current internship. Focus on applying previous learning, developing business acumen, and preparing for future employment. Admission requires approved job arrangements.

**Prerequisites:** Junior standing; cumulative 3.0 GPA in ACCT and BA courses.

**Stacked with** MBA F653.

**Lecture + Lab + Other:** 0 + 3 + 20

**Grading System:** Letter Grades with option of Plus/Minus

**BA F454 Student Investment Fund**

3 Credits

Offered Fall and Spring

Hands-on experience in portfolio management. Students will be making investment and diversification decisions affecting the \$1.6 million Student Investment Fund.

**Prerequisites:** COM F121X, COM F131X or COM F141X; BA F325 (may be taken concurrently); upper-division BBA standing; permission of the CBSM advisor or instructor.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F455 Portfolio Management**

3 Credits

Offered Fall and Spring

The second course involved with the hands-on management of the \$1.2 million Student Investment Fund. Students will carry out the duties of officers of the fund and will be responsible for portfolio diversification and management decisions affecting the fund.

**Prerequisites:** BA F454; upper division BBA standing; permission of the SOM advisor or instructor.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F457 Training and Management Development**

3 Credits

Offered Fall, Spring and Summer

Theory and practice of employee training programs, needs assessments, learning theories, instructional design, training techniques and evaluation, management development and career development techniques and practices.

**Prerequisites:** BA F307.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F460 International Business**

3 Credits

Offered Fall and Spring

Relationships among nations with particular emphasis on the business, economic and socio-cultural institutions that influence the performance of managers. Formulation of objectives, strategies and organizational structures within the context of international diversity.

**Prerequisites:** COM F121X, COM F131X or COM F141X.

**Recommended:** Senior standing.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F461 International Finance**

3 Credits

Offered Fall

Development of analytical skills, logical thought processes and information literacy necessary to make and implement investment decisions in a global setting.

**Prerequisites:** BA F325.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F462 Corporate Strategy**

3 Credits

Offered Fall and Spring

An integrative approach to strategy formation and implementation to achieve organization goals. Students will be introduced to theoretical perspectives and associated methodologies directed toward resolving the unstructured problems and opportunities which confront general managers at the highest levels of an organization.

**Prerequisites:** ACCT F262; BA F325; BA F343; BA F360; BA F390 or BA F391; COM F131X or COM F141X; ECON F101X; ECON F102X; upper-division BBA standing; or permission of the CBSM advisor.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F464 Project Management**

3 Credits

Offered Fall and Spring

This course is designed to cover key components of project management with emphasis on the practical approach to managing and delivering projects. We will focus on concepts, techniques, and best practices that allow the project manager to deliver simple or complex projects and lead project teams successfully.

**Prerequisites:** BAM F320 or BA F390; BAM F352 or ACCT F261X; WRTG F111X; BA F343; upper division standing.

**Cross-listed with** BAM F462.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F467 Current Topics in Management**

3 Credits

Offered As Demand Warrants

Examines current management trends with regard to major theories and practices in the field. Topics of interest could include organizational development, performance appraisal, personnel selection and international human resources management.

**Prerequisites:** BA F307; BA F390.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**Repeatable for Credit:** May be taken 3 times for up to 9 credits

**BA F470 Leadership Theory and Development**

3 Credits

Offered As Demand Warrants

A guide for interpreting leadership theory and research as well as practical advice on how to be a better leader. Reviews functional leadership theories, how the theories relate to one another and how students can apply the leadership theories to their own personal development.

**Prerequisite:** BA F390; COM F121X, COM F131X or COM F141X; WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F472 Leading Change**

3 Credits

Offered As Demand Warrants

Explore how organizations to develop their capability and to achieve change, including the way change agents deal with conflicting demands. Learn the capabilities necessary to become a change agent within an organization and extend your understanding of key leadership theories.

**Prerequisite:** BA F390; COM F121X, COM F131X or COM F141X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F476 Innovation for Alaska and the Arctic**

3 Credits

Offered As Demand Warrants

In this course, student teams engage directly with complex, real-world problems from policy, economics, technology, national security and innovation. Students test hypotheses using a start-up model approach, analyze challenge statements and end-users needs and evaluate stakeholder discovery responses to build a picture of the mission requirements.

**Prerequisites:** WRTG F111X; WRTG F211X or F212X; senior standing.

**Cross-listed with** HSEM F476.

**Stacked with** HSEM F676; MBA F676.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F480 Current Topics in Sport & Recreation Management**

3 Credits

Offered As Demand Warrants

This course examines current trends in critical areas of sport & recreation business from a management perspective. Topics of interest include corporate social responsibility, climate change, diversity, media relations, and technology.

**Prerequisites:** WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X, WRTG F214X; SPRT F281X.

**Cross-listed with** SPRT F480.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F481 Event Management**

3 Credits

Offered Fall, Spring and Summer

This course is designed to provide the student with knowledge pertaining to the various aspects of managing a public sport and/or entertainment event and their production. Topics discussed include economic impact, sponsorship, risk management, staff and volunteers, customer service, concessions, crowd management and technology.

**Prerequisites:** BA F343; BA F281X or SPRT F281X; COM F121X, COM F131X or COM F141X.

**Cross-listed with** SPRT F481.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F482 Sport Marketing**

3 Credits

Offered Spring

This course provides a decision-orientated overview of sport marketing management in sport organizations. This course is designed to acquaint students with comprehensive fundamental theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application to the sport industry.

**Prerequisites:** BA F343; BA F281X or SPRT F281X; COM F121X, COM F131X or COM F141X.

**Cross-listed with** SPRT F482.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F483 Sport and Recreation Sales**

3 Credits

Offered Fall

This course is designed to provide the student with knowledge pertaining to the various aspects of sales and pricing techniques used within sport and recreation organizations. Some of the topics discussed include ticket distribution, customer service, software and real-life sales campaigns.

**Prerequisites:** BA F343, BA F281X/SPRT F281X; COM F121X, COM F131X or COM F141X.

**Cross-listed with** SPRT F483.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F484 Legal Aspects of Sport and Recreation Management**

3 Credits

Offered As Demand Warrants

This course will focus on the three major areas of law that have a direct impact on the management of sport and recreation: tort liability and risk management; contract law; and constitutional law.

**Prerequisites:** SPRT F281X.

**Cross-listed with** SPRT F484.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F485 Sport and Recreation Facilities**

3 Credits

Offered Fall

This course provides a foundation for the planning process, operations, and specific design features for various park, recreation, and sport facilities. This course is designed to provide students the opportunity to learn multiple aspects of sports facilities and the management of events held at these facilities.

**Prerequisites:** SPRT F281X, BA F281X, SPRT F280 or BA F280.

**Cross-listed with** SPRT F485.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F486 Entrepreneurship in Outdoor Recreation Industries**

3 Credits

Offered Spring

This course is an introduction in the development and management of outdoor recreation businesses. Topics covered include business plan development, financial structures, and risk management specific to remote recreation businesses commonly found in Alaska, such as big-game commercial services, sport fishing operations, remote expediting, and aviation-related services.

**Prerequisites:** WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; BA/SPRT F281X.

**Cross-listed with** SPRT F486.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F488 Sport Analytics**

3 Credits

Offered Fall, Spring and Summer

This course is an introduction to the application of analytical tools and techniques used within the sports industry. It will discuss theory, development, and application of analytics in the sports industry.

**Prerequisites:** SPRT F280 or SPRT F281X.

**Crosslisted with** SPRT F488.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F489 Public Sector Labor Relations**

3 Credits

Offered As Demand Warrants

Builds the knowledge and skills to manage effectively in a highly-unionized public sector context. Uses recent cases to explore the bargaining process, dispute resolution, contract administration and contemporary political and legal context.

**Prerequisites:** COM F121X, COM F131X or COM F141X; WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.

**Special Notes:** Completion of BA F307 is recommended but not required.

**Lecture + Lab + Other:** 7 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F490 Services Marketing Strategy**

3 Credits

Offered As Demand Warrants

Service industries like banking, healthcare and tourism are some of the largest and fastest-growing segments in the U.S. economy. Marketing a service or experience requires a different approach than promoting a product. This course explores strategies to increase customer satisfaction, improve service quality and build long-term customer relationships.

**Prerequisites:** BA F343.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**BA F491 Current Topics in Marketing**

3 Credits

Offered As Demand Warrants

Examines current marketing trends with regard to production, distribution, promotion, pricing and target markets. Focus on trends in Alaska, the U.S. and worldwide. Course may be repeated for credit when content varies.

**Prerequisites:** BA F343.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**Repeatable for Credit:** May be taken 3 times for up to 9 credits