

NEW COURSES FOR SPRING 2016!

FINANCE

FIN4900A – SPECIAL TOPICS: MONEY AND BANKING

Dr. Stone, Assistant Professor in Finance

This course will provide an overview of managerial aspects of the financial services industry, with primary focus placed on banks. It will include a study of the powers of various government agencies that interact with financial institutions including the Office of the Comptroller of the Currency and the Federal Reserve.

By the end of the semester, what will students have gained?

Students will develop a thorough working knowledge of bank management practices including applying various corporate finance topics to financial institutions. They will learn about regulations that govern banks today and how the regulatory environment of banks has changed over time. This course will benefit students interested in pursuing a career, not only with banks, but also with the many government agencies with which banks interact.

MANAGEMENT

MGT4900A – SPECIAL TOPICS: PROJECT MANAGEMENT

TBD, Instructor in Management

This course will explore the tools and methodologies associated with project management. It will examine the quantitative and analytical techniques of project management as well as the qualitative, team-building, and people-management skills necessary, and the criticality of integrating these techniques and skills towards rendering the completion of a successful project.

By the end of the semester, what will students have gained?

Students who complete this course will be knowledgeable in contemporary project management techniques, based on Project Management Institute (PMI) current practices. Students will also be experienced in using the processes and tools necessary for designing, building and assessing project plans, including the use of software, such as Microsoft Project.

SPORT MGT

SPM4900B – SPECIAL TOPICS: SPORT ANALYTICS

Dr. Spalding, Assistant Professor in Sport Management

This course will introduce the emerging topic of sport analytics and allow students to use analytics to study a wide variety of issues currently affecting the sport industry. Specific topics examined will include: player performance measurement, in-game strategic decision making, player selection and team construction, and general administration such as marketing, pricing, contracts, stadium management, etc.

By the end of the semester, what will students have gained?

Through this course, students will become more familiar and capable with the three fundamental elements of an analytics program: data collection/management, statistical analysis and modelling, and information systems. In addition, students will gain an appreciation for how the recent application of analytics has improved decision-making not only within the professional and collegiate sport industry, but also in the field of business as a whole.

SPM4900A – SPECIAL TOPICS: SPONSORSHIP AND CELEBRITY ENDORSEMENTS**Dr. Jensen, Assistant Professor in Sport Management**

With more than \$55 billion allocated towards the practice on an annual basis, sponsorship has become an increasingly integral part of the marketing mix for brand marketers. At the same time, it remains a critical funding mechanism for the continued operations of all types of organizations. This course will provide students with an advanced understanding of the fundamental sponsorship principles applied to the sponsorship of sport, arts, music/entertainment, and non-profit organizations.

By the end of the semester, what will students have gained?

The course is designed to arm students with industry-leading processes, tools, and resources to shepherd a brand or property through each step of the sponsorship process, whether the student is preparing for a potential career in brand marketing or in a sales capacity for a sport organization.

This course will satisfy both Sport Management and Marketing electives. To register, contact Kim Valente at: valentek@merrimack.edu.

MKT4900A – SPECIAL TOPICS: SOCIAL MEDIA MARKETING**Dr. Smith, Assistant Professor in Marketing**

Many of us spend some part of our day on social media platforms, connecting with friends, liking pictures, and sharing content that reflects our goals and identities. This course will explore key concepts underlying social media and how people use them, as well as the ways in which businesses practice strategic social media marketing. We will investigate how important marketing activities, such as marketing research, are conducted in the social media space, and complete a variety of experiential projects on topics such as visual persuasion, personal branding, and corporate social media use.

By the end of the semester, what will students have gained?

Students will walk away from this course knowing more about social media marketing, including how it relates to concepts such as word-of-mouth, online communities, owned media, and consumer engagement. Students will become more knowledgeable about and comfortable with using a variety of social media platforms, and thinking about them from the marketer's perspective. They will also develop and exercise skills pertaining to personal branding, marketing research in social media, analyzing and planning social media marketing programs, and creating persuasive and engaging content.

This course will satisfy both Marketing and Management electives.