



College of Business

Updates for Fall 2024

Questions?

Send us an email or give us a call!

If you have questions or need assistance, please contact us. Email is often the most efficient means of communication. Please contact your advisor or use contact information below:

Dean:
Dr. Troy Adair Troy.Adair@athens.edu

Support Staff:
Mallory Jackson Mallory.Jackson@athens.edu
Whitney Michael Whitney.Michael@athens.edu
Molly Pepper Molly.Pepper@athens.edu

Department Chairs and Programs:
B.S. Accounting/Business Analytics/MACC
Dr. Diann Hammon Diann.Hammon@athens.edu

B.S. Health Care Management/B.S. Human Resource Management/B.S. Management/B.S. Occupational Health and Safety Management/M.S. Strategic Healthcare Management/M.S. Strategic Human Resource Management/M.S. Strategic Leadership and Business Analytics
Dr. Kim Roberts Kim.Roberts@athens.edu

B.S. Acquisition and Contract Management/B.S. Advanced Manufacturing Management/B.S. Aerospace Systems Management/B.S. Logistics & Supply Chain Management/B.S. Management of Technology/B.S. Marketing and Analytics/M.S. Acquisition and Contract Management/M.S. Global Logistics and Supply Chain Management
Dr. Cynthia Lovelace Cynthia.Lovelace@athens.edu

Email addresses and telephone numbers for all faculty are available on the ASU website.

Fall Semester Dates to Remember

Aug 18	Fall Registration Ends. Payment Due.
Aug 19	Fall Semester Begins (full and 1st half term)
Aug 19	First Day to Apply for Fall Graduation
Aug 19-26	Late Registration and Drop/Add
Aug 26	Last Day to Drop and Receive 100% Refund
Sep 30	Last Day to Withdraw from Fall Classes (1st half term)
Oct 1	Spring Schedule Available to View Online
Oct 9	Fall Semester Begins (2nd half term)
Nov 1	Spring Semester Registration Begins
Nov 15	Last Day to Apply for Fall Graduation
Dec 1	Last Day to Withdraw from Fall Classes (full and 2nd half term classes)
Dec 7	Fall Graduation



New Undergraduate Program (Spring 2024):

B.S. Marketing and Analytics

The Bachelor of Science in Marketing and Analytics degree program will prepare students for careers in digital marketing, marketing analytics, and marketing management. Students will be able to apply marketing and business analytics to real marketing needs through hands-on learning. Experiential learning opportunities will include building and running digital marketing initiatives through a partnership with various stakeholders at Athens State University and/or the community. Careers using this degree include Digital Marketing Data Analysts, Marketing Managers/Directors, Product Marketing Analysts, Marketing Strategy Analysts, Events Coordinators, Market Research Analysts, Brand Managers, Social Media Managers, Media Planners, as well as various other marketing-related careers. **For more information, contact: Dr. Elmer Ragus (Elmer.Ragus@athens.edu).**

New Certificate Program (Spring 2024)

Certificates are listed as an award on the student's academic transcript. **A grade of 'C' or higher is required on all coursework.**

Space Systems Management (Undergraduate)

Students may choose any five courses from the following list: ASM 481 Spacecraft Environments, ASM 482 Mission Planning and Control, ASM 483 Space Law and Treaties, ASM 484 Space Exploration Strategies, ASM 485 Aircraft Propulsion Systems, ASM 486 Rocket and Spacecraft Propulsion, ASM 487 Aviation Risk Management, ASM 488 Aircraft Systems and Flight Engineering, ASM 489 Aviation and Space Human Factors, ASM 490 Aerodynamics and Flight Performance, and ASM 491 Commercial Space Enterprises. **For more information, contact Dr. Wayne McCain (Wayne.McCain@athens.edu).**

New Micro-credential (Badge) (2023-2024):

Micro-credentials (Badges) are listed as an award on the student's academic transcript. **A grade of 'C' or higher is required on all coursework.**

QuickBooks Accounting (Undergraduate)

Required course: AC 415 QuickBooks Accounting **For more information, contact Emily Corzine (Emily.Corzine@athens.edu).**

New Undergraduate Courses (2023-2024):

- MK 336 Consumer Behavior
- MK 338 Marketing Analytics I
- MK 339 Marketing Analytics II
- MK 499 Advanced Marketing Analytics Research/Project

For full course descriptions, consult the appropriate Catalog at <https://www.athens.edu/resources/academic/>.

PLEASE BE AWARE:

Many courses (especially in minors) are only offered in certain semesters. Consult with your advisor or the College of Business portion of the Athens State website for more information on when certain classes are offered (<https://www.athens.edu/business/advising-scheduling/>). This will help you stay on track to finish in a timely manner. The 2-Year Schedule Plan is updated every summer to add another year's schedule. The current plan goes through Summer 2026.