

# MARKETING, ENTREPRENEURSHIP, AND HOSPITALITY AND TOURISM

*Bryan School of Business and Economics*

441 Bryan Building  
336-334-3797  
<http://bryan.uncg.edu/meht> (<http://bryan.uncg.edu/meht/>)

**Zhiyong Yang**, *Head of Department*

## Vision Statement

To be a leader in marketing, entrepreneurship, hospitality, tourism, and business communication education that is recognized for our innovative and dynamic curriculum and multidisciplinary faculty and scholarship.

## Mission

To create and disseminate knowledge through research, experiential education, and service, by: equipping students with relevant knowledge and skills to participate, communicate, and compete successfully in 21st century global society and economy; preparing students to use innovation to achieve the triple bottom line of economic viability (profit), social responsibility (people), and environmental protection (planet); preparing students to contribute positively to the betterment of society and the environment; helping to develop sustainable and innovative businesses; producing and disseminating high-quality scholarship that responds to timely and relevant social, cultural, economic, and environmental domains; and utilizing skills and expertise of faculty and students in collaboration with community partners for the benefit of UNC Greensboro, the Bryan School of Business and Economics (BSBE), entrepreneurs, marketing professionals, the tourism and hospitality sectors, and the economic, social, and environmental wellbeing of the local and global community.

## Entrepreneurship Major

The entrepreneurship major focuses on the skills necessary to start a business, grow a business, or enhance creativity and innovation in a corporate environment. These skills are necessary in today's competitive business world.

## Marketing Major

The Marketing major is concerned with the development and pricing of products, selection of distribution channels, and promotion of products to consumers and businesses. This major leads to careers in sales, sales management, advertising, and retailing as well as marketing management.

## Hospitality and Tourism Management Major

The Hospitality and Tourism Management major prepares students for a variety of management positions in the hotel, restaurant, meeting, travel, tourism, attractions, craft beverage, and experience management fields. Students complete a set of courses that gives them a broad foundation in all areas of hospitality and tourism management.

**Professor**

McRae Cave Banks, *Virginia Batte Phillips Distinguished Professor*<sup>G</sup>  
James Sanders Boles<sup>G</sup>  
Bonnie Marie Canziani<sup>G</sup>  
Cheryl C Nakata, *Professor/Joseph M. Bryan Professor of Innovation*<sup>G</sup>  
Dianne H.B. Welsh, *Charles A. Hayes Distinguished Professor of Entrepreneurship*<sup>G</sup>  
Zhiyong Yang<sup>G</sup>

### Associate Professor

Erick T. Byrd<sup>G</sup>  
Merlyn A. Griffiths<sup>G</sup>  
Jiyoung Hwang<sup>G</sup>  
Esra Memili<sup>G</sup>  
Harper A. Roehm<sup>G</sup>

### Assistant Professor

Suleyman Cem Bahadir<sup>G</sup>  
In Hye Kang  
Chantell M LaPan  
Harrison Brandon Pugh

### Lecturer

Monti James Beasley  
Karae L. Foddrell  
Dianne R. Garrett<sup>G</sup>  
Chanelle D. James<sup>G</sup>  
Lori A Mackowski  
Sara Beth Macsween  
Michael Edward Sloan

### <sup>G</sup> Graduate-level faculty

- Entrepreneurship, B.S. (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/entrepreneurship-bs/>)
- Hospitality and Tourism Management, B.S. (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/hospitality-and-tourism-management-bs/>)
- Marketing, B.S. (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/marketing-bs/>)
- Entrepreneurship Undergraduate Minor (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/entrepreneurship-minor/>)
- Professional Selling Undergraduate Minor (<https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/professional-selling-minor/>)

## Business Undergraduate Minor

The Bryan School of Business and Economics offers the Business Undergraduate Minor (<https://catalog.uncg.edu/business-economics/business-minor/>).