

# MARKETING, ENTREPRENEURSHIP, AND HOSPITALITY AND TOURISM

*Bryan School of Business and Economics*

441 Bryan Building  
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<https://bryan.uncg.edu/departments/department-of-marketing-entrepreneurship-hospitality-and-tourism> (<https://bryan.uncg.edu/departments/department-of-marketing-entrepreneurship-hospitality-and-tourism/>)

**Merlyn Griffiths**, *Head of Department*

## Vision Statement

To be a transformational leader in experiential learning through an interdisciplinary curriculum, innovative faculty research and scholarship, that enhances the knowledge and creativity of students who will transform organizations and communities and revolutionize the world.

## Mission

To build a better world through educating the next generation of business leaders in the global fields of marketing, entrepreneurship, hospitality and tourism, to become motivated problem solvers, enlightened leaders, holistic thinkers and thoughtful innovators.

## 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, Esports 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**  
James Sanders Boles<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**  
Rui Du  
Jiangang Huang  
Chantell M LaPan  
Veronika Ponomarenko

**Lecturer**  
Monti James Beasley  
Dianne R. Garrett<sup>G</sup>  
Channelle D. James<sup>G</sup>  
Sara Beth Macsween  
Thomas Henry Renedo  
Michael E 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/>).