MARKETING, ENTREPRENEURSHIP, AND HOSPITALITY AND TOURISM

Bryan School of Business and Economics

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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.

Sustainable Tourism and Hospitality Major
The Sustainable Tourism and Hospitality major prepares students for a variety of management positions in the hotel, restaurant, meeting, travel, tourism and craft beverage 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

Associate Professor
Eric T. Byrd
Bonnie Marie Canziani
Merlyn A. Griffiths
Jiyoung Hwang
Esra Memili
Harper A. Roehm

Assistant Professor
Suleyman Cem Bahadir
In Hye Kang
Chantell M LaPan
Harrison Brandon Pugh

Lecturer
Monti James Beasley
Karae L. Foddrell
Dianne R. Garrett
Chanelle D. James
Lori A Mackowski
Sara Beth Macsween
Tiffany Marie Reynolds

Graduate-level faculty
• Entrepreneurship, B.S. (https://catalog.uncg.edu/business-economics/marketing-entrepreneurship-hospitality-tourism/entrepreneurship-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