

# B U S I N E S S

## MAJORS



## NEWSLETTER

2016-2017  
SEPTEMBER

### New Business Programs

#### SOCIAL MEDIA MARKETING MINOR

The Division of Business has added a new minor beginning this fall --- Social Media Marketing. The development of this minor reflects the changing dynamics of blending business and social media. Students today stay connected electronically with their smart phones, tablets, and laptop computers. LC's Business department wants to stay current with the ever-changing workplace environment. The courses listed below show the progression which leads to the final Social Media Marketing course. This is a cases type course. See the article about Manna House and the MG480, Social Media Marketing class.

Requires the following 3 hour courses  
(15 hours total):

AR216 Introduction to Design Software  
AR261 Design for the Web

CS380 Blog Creation

MG334 Principles of Marketing

MG485 Social Media Marketing

#### BA IN LEADERSHIP

A new 128-hour interdisciplinary degree is now offered. LC's new BA in Leadership with a concentration in business is designed to enhance strategic business leadership skills without requiring an overload of quantitative and other general business courses. This degree is most suited to students aspiring to hold leadership positions in non-profit organizations and other positions not requiring the traditional business degree. In addition to courses from the Central Curriculum, students will take courses in ethics, leadership, literature, business, psychology, and communication. Please see any business professor for details.

### INDUSTRY DAY IN THE DIV. OF BUSINESS



TUESDAY, SEPT. 13TH

The Business Students Association is sponsoring the first of two Industry Days this fall semester. Representatives from Red River Bank will be on campus all day speaking to our business classes. At 11AM Warren Morris, Vice President of Red River Bank and LSU baseball legend, will speak in Granberry. *One cultural credit will be given for the 11AM session.*

We will welcome RoyOMartin to our campus on Tuesday, November 15, 2016.

### DELTA MU DELTA Business Honor Society

The Division is proud of the business students who were honored on April 12, 2016, with membership in the Louisiana College Theta Theta Chapter of Delta Mu Delta. Congratulations on your hard work!

**New Inductees** (front row, L to R): Austin Taylor, Noritaka Motegi, Robert Sharp, Lauren Hixson-Phillips

**Members** (back row, L to R): David Culp, DMD Faculty Advisor, Sarah Garrett, Chris Daigrepont, Olivia Phillips and Briana White.

To be considered for membership into Delta Mu Delta, business majors must be in junior standing with at least 64 semester hours or senior standing with at least 90 semester hours, and have at least an overall 3.25 GPA.

Current officers are Chris Daigrepont, President; Briana White, Vice-President; Nori Motegi, Secretary; Lauren Hixson-Phillips.

The Theta Theta Chapter has received for a sixth year the Star Chapter Award which is presented for outstanding performance in chapter operations and administration.



# MG480 Manna House Project

The Business Division's Advanced Marketing Class (MG480) is pleased to announce partnership with the Manna House Alexandra to promote Manna House through social media. Boosting public awareness and assisting with fundraising are two key objectives of this partnership. MG480 is a senior level course. Students will draw from their previous classes, as well as the information taught in this class, to prepare and execute a plan for Manna House's goals. On average Manna



House serves 225 hot lunches a day to anyone who walks in the door, no questions asked. For some this may be the only hot meal they will receive in a day. We are excited to assist with this very important humanitarian mission that serves our community every day of the year. Please be watching Facebook for information about Manna House. In these beginning stages, this will be the primary social media platform.

**EXCELLENCE IS NOT A SKILL.  
IT IS AN ATTITUDE.**  
RALPH MARSTON

## Faculty and Staff

DIVISION OF BUSINESS

Dr. Arthur Mazhambe, Chair  
Management/Marketing  
AH210 · (318) 487-7650

Mr. David Culp  
Management/Marketing  
AH211 · (318) 487-7561

Ms. Jennifer DePriest  
Computer Science  
CAV201 · (318) 487-7506

Dr. Adena LeJeune  
Accounting  
AH212 · (318) 487-7422

Mr. Jim Majors, Adjunct  
(318) 641-3064

Mr. Brandon Renfro  
Economics/Finance  
AH208 · (318) 487-7606

Mr. Jonathan Stokes, Adjunct  
(318) 445-6471

Mrs. Shannon Tassin, Adjunct  
AH156 · (318) 487-7051

Mrs. Robin Bunting  
Admin. Asst.  
AH218 · (318) 487-7700

## BUSINESS STUDENTS ASSOCIATION

The Business Students Association is open to all business majors and seeks to promote interaction among business students. The BSA hosts functions that are both academic, such as Industry Day, as well as casual events like the lunch and game day in the spring of 2016. Involvement in the BSA and its functions is an excellent way for you to connect with other LC business students outside the classroom.

This year's officers are Heather Simmons, Zac Barrient, Shelby Bergeron, and Aurren Cooksey.

Plan to be a part of the BSA!



**BSA** Fun Day (May 2016) ...

