

McIntire offers six innovative track choices to its third and fourth year students. The tracks, 12 credits each, have their own distinct coursework and expose students to real-world problems preparing them to address complex, multidisciplinary business issues. As opposed to concentrations (functional or specialized areas of study), tracks allow students to focus on topics crossing and integrating disciplines, augmenting their concentration coursework. Courses taken to satisfy track requirements can also be used to satisfy concentration requirements, and courses may double-count to satisfy more than one track. Tracks are not required and students can complete up to two tracks. Course offerings are 3.0 credit hours unless noted and are subject to change.

### Advertising and Digital Media

*Application to the Promotions program (COMM 4371-4374) is required spring of third year*

Teaches students advanced topics in the area of advertising and all integrated marketing communications (IMC), including digital media strategy.

#### **Required Courses**

COMM 4371 Advertising & Promotional Aspects of Marketing (F)

COMM 4372 Integrated Marketing Communications Campaigns (S)

COMM 4373 Advertising & Promotional Aspects of Marketing - Media Lab (S, 1.5 credits)

COMM 4374 Integrated Marketing Communications Campaigns - Media Lab (S, 1.5 credits)

#### **Electives**

3 credits from the courses listed below:

COMM 4250 Digital Innovation (S, 1.5-3 credits)

COMM 4251 Digital Safari (S, 1.5 credits)

COMM 4260 Business Analytics (F/S)

COMM 4263 Intro to Cybersecurity (F)

COMM 4350 Customer Analytics & Brand

Strategy (S)

COMM 4370 Social Media Marketing Strategy & Analytics (S)

COMM 4380 Consumer Behavior and Marketing Strategy (F)

COMM 4559 Text Analytics (S, 1.5 credits)

COMM 4559 Persuasion & Influence

COMM 4641 Public Speaking & Persuasion (S)

COMM 4643 Advanced Business Speaking (F/S)

COMM 4660 Management Consulting and Advisory Services (F/S)

MDST 2010 Introduction to Digital Media (3-4 credits)

MDST 3202 Digital Media and Publishing

MDST 3701 New Media Culture

MDST 3755 Social Media and Society

MDST 4102 Qualitative Methods in Media

Audience Research

MDST 4802 Intermediate Documentary Production

PSYC 2150 Introduction to Cognitive

PSYC 2300 Introduction to Perception

PSYC 4150 Cognitive Processes

PSYC 4290 Memory Distortions

PSYC 4300 Theories of Perception

SOC 4050 American Society

SOC 4140 Sociology of Consumption

SOC 4850 Media, Culture and Society

### Business Analytics

Provides students with broad, interdisciplinary knowledge and skills that help managers leverage analytics to improve performance and decision-making.

#### **Required Courses**

COMM 3220 Database Management Systems (F/S)

COMM 3330 Marketing Research Techniques (F/S)

COMM 4260 Business Analytics (F/S) or COMM 4559 Business Analytics with R (F)

#### **Electives**

3 credits from the courses listed below:

COMM 4230 Information Technology in Finance (S)

COMM 4261 Big Data (S, 1.5 credits)

COMM 4263 Intro to Cybersecurity (F)

COMM 4350 Customer Analytics & Brand Strategy (S)

COMM 4371 Advertising and Promotional Aspects of Marketing (F)

COMM 4380 Consumer Behavior and Marketing Strategy (F)

COMM 4559 Text Analytics (S, 1.5 credits)

COMM 4559 Big Data Marketing Analytics (F)

### Entrepreneurship

Prepare students to play crucial roles in the new venture community--whether as founders, investors, policy makers, technologists, general executives, or otherwise.

#### **Required Courses**

COMM 4680 Entrepreneurship (F)

COMM 4681 Entrepreneurship Capstone (S, by application)

*Students may substitute COMM 4559: Managing Innovation with Director approval.*

#### **Electives**

6 credits from the courses listed below:

ARCH 3070 Foundations in Design Thinking

BME 3030 Design & Innovation in Medicine

COMM 3200 Project and Product Management (F/S)

COMM 3420 Commercial Law II (F/S)

COMM 3790 Venture Capital and the Emerging Firm (S)

COMM 4250 Digital Innovation (S, 1.5-3 credits)

COMM 4251 Digital Safari (S, 1.5 credits)

COMM 4260 Business Analytics (F/S)

COMM 4330 Negotiating for Value (F/S)

COMM 4381 Developing & Managing Innovative Products (S)

### Entrepreneurship, Continued

COMM 4529 GCI: Technology Innovation and

Entrepreneurship in the "Startup Nation:" Israel

COMM 4559 Managing Innovation (F/S)

COMM 4589 Social Entrepreneurship in Small Island Developing States

COMM 4620 Strategic Leadership

EDLF 2050 What the Innovators Do: Strategies to Transform the Lives of Youth

LPPS 3050 Introduction to Social Entrepreneurship (F)

LPPS 4730 Impact Investing (S)

LPPS 4735 Experiential Social Entrepreneurship (S)

STS 2810 Introduction to Technology

Entrepreneurship

STS 2850 Government and Entrepreneurship

*Or other related University of Virginia courses approved by the Director of McIntire's Entrepreneurship Track.*

### Global Commerce

Provides students with a broad and interdisciplinary understanding of the global business environment, an in-depth regional perspective, and an appreciation of the challenges and opportunities facing a wide array of commercial enterprises operating within these interrelated environments.

#### **Required Courses**

6 credits from the courses listed below:

COMM 4310 Global Marketing (F/S)

COMM 4690 Global Management (F/S)

COMM 4741 Global Finance (F)

#### **Electives**

6 credits from the courses listed below:

COMM 3828 Global Commerce in Context (offered during a McIntire semester abroad)

Any Global Commerce Immersion (GCI) course offered by the McIntire School of Commerce (1.5-3 credits)

COMM 3880 Global Sustainability (F/S)

COMM 4310 Global Marketing (F/S)

COMM 4650 Business, Politics and Culture in the European Union (F)

COMM 4690 Global Management (F/S)

COMM 4703 Global Macro Investing (S)

COMM 4741 Global Finance (F)

COMM 4821 Managing Sustainable Development (S)

COMM 4822 Investing in a Sustainable Future (S)

COMM 4840 Global Commerce Scholar Thesis Proposal (F, 2 credits)

COMM 4841 Global Commerce Scholar Thesis

(S, 3 credits)

**Global Commerce Scholar**

*Application required spring of third year*

The Global Commerce Scholar (GCS) program provides selected fourth-year McIntire students with the opportunity to carry out independent research under the guidance of one or more faculty advisors. While the proposed research topic need not have a direct “international” focus, students with more general interests are encouraged to consider the global implications of their research topic.

During the fall of the fourth year, students will be registered for COMM 4840 (2 credits) and develop a detailed proposal that defines the scope of their research. Students whose proposals are approved by the GCS faculty advisors complete their research and write the thesis while registered for COMM 4841 (3 credits) during the spring of the fourth year.

The program also has a research methods requirement that must be satisfied by the end of the fall semester of the fourth year. Generally, marketing and management concentrators will satisfy the research methods requirement with COMM 3330 (Marketing Research Techniques), while accounting and finance concentrators will do so with ECON 3720 (Econometrics). Students may petition the Program Director for approval of an alternative methods course but the requirement cannot be waived.)

Through close collaboration with faculty advisors, Global Commerce Scholars will learn about professional research methods and practice as well as career opportunities in research. The experience will be especially valuable to students considering graduate studies leading to research careers in business, consulting, government, or academia. Students who successfully complete this research program are designated as “Scholars in Global Commerce” and recognized at graduation. For more information about the Global Commerce Scholars program, contact Professor Bill Wilhelm at [bill.wilhelm@virginia.edu](mailto:bill.wilhelm@virginia.edu).

**Quantitative Finance**

*Application required spring of third year*

Develops students’ analytical skills and prepares them for quantitatively focused careers in finance, such as asset/investment management, sales/trading, risk management/compliance, and financial information technology. Utilizes tools from a variety of areas such as economics, operations research, statistics, computer science, and information technology.

**Required Courses**

COMM 4710 Intermediate Investments (F/S, B+ or higher)

One of the following three courses:

COMM 4230 Information Technology in Finance (S)

COMM 4731 Advanced Investments: Principles of Security Trading (S)

COMM 4732 Advanced Investments: Quantitative Equity Portfolio Management (S)

Required capstone: COMM 4780 Quantitative Finance Seminar (S)

**Electives**

3 credits from the courses listed below:

COMM 4230 Information Technology in Finance (S)

COMM 4730 Advanced Investments: Derivatives & Fixed Income (S)

COMM 4731 Advanced Investments: Principles of Security Trading (S)

COMM 4732 Advanced Investments: Quantitative Equity Portfolio Management (S)

ECON 4720 Econometric Methods (Commerce and Economics double majors only)

MATH 4110 Introduction to Stochastic Processes (Commerce and Math/Statistics double majors only)

STAT 5120 Applied Linear Models (Commerce and Math/Statistics double majors only)

Any two of the three classes COMM 4230, COMM 4731, and COMM 4732 can be taken to satisfy the track’s requirements. One will satisfy the quantitative trading-based required course; the other will satisfy the elective course. Other related University of Virginia courses can satisfy this requirement as approved by the Director of the Quantitative Finance Track.

**Real Estate**

Develops students' understanding of real estate value and the fundamentals underlying successful investment decisions, while also offering them real-world experience through a real estate practicum course.

**Required Courses**

COMM 4790 Fundamentals of Real Estate Analysis (F)

Plus one of the following two courses:

COMM 4791 Real Estate Investment Analysis (S)

COMM 4792 Commercial Real Estate Seminar: Advanced Issues and Fieldwork (S)

**Electives**

6 credits from the courses listed below:

COMM 3200 Project and Product Management (F/S)

COMM 3330 Marketing Research Techniques (S)

COMM 4330 Negotiating for Value(F/S)

COMM 4450 Federal Taxation (F)

COMM 4720 Advanced Corporate Finance: Valuation & Restructuring (F/S)

COMM 4721 Advanced Corporate Finance: Investment Banking (F)

COMM 4730 Advanced Investments: Derivatives & Fixed Income (S)

COMM 4731 Advanced Investments: Principles of Security Trading (F/S)

COMM 4732 Advanced Investments: Quantitative Equity Portfolio Management (S)

COMM 4760 Private Equity (S)

COMM 4791 Real Estate Investment Analysis (S)

COMM 4792 Commercial Real Estate Seminar: Advanced Issues and Fieldwork (S)

*Or other related University of Virginia courses approved by the Director of McIntire’s Real Estate Track.*

For a complete list of degree requirements and course descriptions, refer to the University of Virginia Undergraduate Record at <http://records.ureq.virginia.edu>.

Additional questions? Contact McIntire Academic Operations at [commregistrar@virginia.edu](mailto:commregistrar@virginia.edu).