

Business – Marketing

380 Management-Organizational Behavior

This course deals with the study of behavioral science theories and research regarding behavior in organizations. The focus is on the development of skills in the analysis of individual, small group, intergroup and total organization behavior. In addition, the course deals with the development of action decisions from a management perspective regarding organizational behavior.

Prerequisites: MGMT 340 and junior standing

444 Human Resources Management

This course deals with concepts involved in human resources administration in various types of organizations. Key topics include human resource planning, staffing, performance appraisal, compensation and benefits, training, employee/labor relations and career development.

Prerequisite: MGMT 342 and junior standing; MGMT 380 (may take concurrently). (Sociology majors may substitute SOC 386 for MGMT 380.)

445 Advanced Operations Management

This course deals with both the strategic and tactical needs of operations management. It includes recent theories and developments aimed at increasing competitiveness and long/short term productivity. In addition, it stresses the practical application of operations management concepts and the development of problem solving, self-managed team, project management, and presentation skills. This endeavor is facilitated through strong participation in the SBI program. Offered spring semester.

Prerequisites: MGMT 345 and senior standing

460 Current Issues in Human Resources Management

This course provides the student with an understanding of important current issues regarding the utilization of people in organizations and how the human resources function operates in various types of organizations. Students will engage in discussions with senior human resources managers and complete a field project. This course serves as the capstone for the Human Resources concentration and contains the Small Business Institute field project. Offered spring semester.

Prerequisites: MGMT 380, MGMT 444 and senior standing

480 Management III: Integrative Issues of Business and Organizations (449)

This course examines organizational issues from an integrative perspective. It draws on concepts from the entire business curriculum to view the organization as a whole and examine the process of competing.

Prerequisites: Senior standing, MGMT 342, FINC 321, MKTG 300

Marketing (MKTG)

Rexeisen (chair), Abdelaal, Brennan, E. Kennedy, Lawton, Liu, Lundsten, Sauter, Spriggs, R. Sullivan

Students electing the marketing concentration prepare themselves for selling and marketing careers. Marketing specialists also pursue careers in advertising, public relations, marketing research, distribution, and retailing.

Concentration in Marketing Management

ACCT	211	Financial Accounting
ACCT	213	Managerial Accounting
BUS	200	Community Service (0 credit)
BUS	300	Business Ethics (2 credits)
FINC	321	Financial Management
MGMT	340	Management I: Fundamental Business and Organizational Concepts (2 credits)
MGMT	342	Management II: Design of Business and Organizational Process
MGMT	480	Management III: Integrative Issues of Business and Organizations
MKTG	300	Principles of Marketing
MKTG	430	Marketing Management

Plus one of:

BLAW	365	Business Law
BLAW	366	Legal Environment of Business
BLAW	367	International Business Law

Plus two of:

MKTG	310	Professional Selling
MKTG	320	Promotion Management
MKTG	330	International Marketing
MKTG	340	Marketing Research
MKTG	350	Marketing Channels and Distribution Systems
MKTG	360	Retailing and Retailing Services
MKTG	370	Buyer Behavior

Plus two of:

ECON	335	Money, Financial Markets and the Economy
ECON	348	International Economics
PSY	111	General Psychology
SOC	100	Introduction to Sociology

Plus allied requirements (see above)

300 Principles of Marketing

Concepts involved in marketing as a discipline approached from a managerial point of view. Attention is devoted to developing marketing strategies that focus on the needs and desires of customers. The various environmental forces affecting marketing such as the organizational, social, competitive, technological, economic, behavioral, and legal environments are discussed.

Prerequisites: ACCT 211 and ECON 252; or MGMT 150; junior standing

310 Professional Selling

This course teaches an in-depth understanding of how individuals interact with other individuals in a competitive environment. Content of the course includes one-on-one selling techniques, persuasive communication, oral and verbal presentation skills for individuals to groups, and groups to groups. The end result will be that the student is capable of professional selling in both the industrial and consumer areas.

Prerequisites: MKTG 300 or 331; PSY 111 and/or SOC 100 is desirable.

320 Promotion Management

Promotion Management is designed to develop an appreciation for the promotion mix (personal selling, advertising, public relations, sales promotion) by exploring how and why these elements are used by organizations to reach their goals and objectives. Concept fundamentals are explored then integrated into case analysis.

Prerequisite: MKTG 300 or 331

330 International Marketing

International Marketing surveys the basic concepts, principles and theories of international marketing, as well as the essential and complex problems encountered in the international marketplace. Emphasis is focused on problem solving and decision making within the international marketing environment.

Prerequisite: MKTG 300 or 331

340 Marketing Research

This course deals with different types of management tools used in the investigation of marketing problems. Topics include analytical techniques, data sources, research planning and costs. If the student is planning to take this course, it is strongly recommended that it be taken *before* MKTG 430.

Prerequisites: MKTG 300 or 331; QMCS 220

350 Marketing Channels and Distribution Systems

This course is designed to provide relevant theories, concepts, and practices related to the flow of goods and services in and between organizations. Relevant material will be presented about the total distribution system, that is, information about the marketing and the logistics channels. The purpose is to provide an atmosphere where business students can think about and learn to create and integrate marketing and logistics strategy.

Prerequisites: MKTG 300 or 331; QMCS 110 and 220

360 Retailing and Retailing Services

Principles and practices of retailing, non-store retailing services and direct marketing from a management perspective. Topics include: role in channel, demographics, consumer behavior, trends, strategy formulation in image and concept, ownership and formats, trade area and location, buying and sourcing, store design and visual merchandising, operations management promotion, service delivery, controls, non-store retailing, human resource and organization, database management, international.

Prerequisite: MKTG 300.

370 Buyer Behavior

This course is designed to examine both consumer and organizational buying behavior. Major theoretical contributions and empirical research findings from marketing and the behavioral sciences will be reviewed with particular attention given to applying this information to practical business and marketing situations.

Prerequisites: MKTG 300, PSY 111 and/or SOC 100 is desirable

430 Marketing Management

Managerial aspects of marketing, emphasizing modern marketing organizational structure, product

Catholic Studies

planning, pricing policies, sales management and channel policies. Small Business Institute (SBI) cases are used.

Prerequisites: Senior standing; one of MKTG 310, 320, 330, 340, 350, 360, 370 (340 is desirable.)

Catholic Studies (CATH)

Briel (THEO), director

The interdisciplinary program in Catholic Studies is designed to allow students to encounter the broad and diverse expressions of Catholic culture. While grounded in Catholic philosophy and theology, the program engages students with the imaginative and sacramental expressions of Catholic life in literature, the arts, social systems and personal experience. The program's interdisciplinary dimension gives students insight into the Church's dynamic interaction with and interpenetration of cultures, traditions, and intellectual life throughout history. By examining the role the church has played in various cultures, students are challenged to take seriously Catholicism's transforming power in every aspect of intellectual, spiritual, and social life.

Faculty who teach in the program are drawn from across the university and are united by a profound respect for Catholicism. They are committed to a high degree of interaction among themselves as well as with students. Students who choose to participate in the program thus enter into a community at once faithful and intellectual.

The program will appeal to students of any faith tradition who seek to deepen their knowledge of Catholicism's rich and living heritage. Its interpersonal approach and opportunities for sustained reflection on important issues invite students to a more profound and mature experience of faith.

The major consists of 32 credits: 20 credits in core courses and 12 credits in electives (two electives for double majors). The minor consists of 16 credits: 12 credits in core courses and four elective credits. Many courses are cross-listed with another department. Students majoring or minoring in other disciplines are invited to take an occasional course in the program at any time.

Major in Catholic Studies

301 The Catholic Vision
304 Literature from a Catholic Perspective
307 Faith and Doubt
310 Catholic Social Tradition
340 Disputed Questions

Plus:

Twelve credits in electives chosen from three of the following four categories:

THEO 310 Christian Worship

CATH 305 The Catholic Literary Tradition: Medieval to Modern

An historically based course from the interdisciplinary program in Catholic Studies or a course approved by the director.

An aesthetics course from the interdisciplinary program in Catholic Studies or a course approved by the director

Minor in Catholic Studies

301 The Catholic Vision
304 Literature from a Catholic Perspective
307 Faith and Doubt

Plus:

Four credits chosen from the following five categories:

CATH 305 The Catholic Literary Tradition: Medieval to Modern

CATH 310 Catholic Social Tradition

THEO 310 Christian Worship

An historically based course from the interdisciplinary program in Catholic Studies or a course approved by the director

An aesthetics course from the interdisciplinary program in Catholic Studies or a course approved by the director

301 The Catholic Vision

At the center of the Catholic vision are the two great works of divine love: creation and salvation. This course considers the implications of these divine works for a radical reconsideration of the world and the human person. Readings are drawn from sacred Scripture, councils, and theologians throughout the tradition with specific attention given to the intellectual and spiritual consequences of Catholic doctrine. Possible authors studied include Augustine, Basil, Francis, Ignatius, Teresa of Avila, Pascal, Newman, Maritain and de Lubac. In addition, the visual arts and works of literature by such figures as Dante, Hopkins, O'Connor and Percy will provide important illustrative examples.

Prerequisite: THEO 101