

imately equal focus. Course methodology includes lectures and discussion, case studies, and activities designed to apply the concepts to management of a "live" project (e.g., an SBI project). Offered in fall semester.
Prerequisite: MGMT 301

390 The Environment of 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. Offered in fall semester.

Prerequisites: BUS 201 and junior standing; MGMT 380 (may take concurrently). (Sociology majors may substitute SOC 386 for MGMT 380.)

420 Performance Assessment, Development, and Career Management

This course focuses on theories, practices, and issues dealing with the management of human performance, potential, professional growth, and career development in various types of organizations.

Prerequisites: MGMT 301, MGMT 380 (may be taken concurrently). Sociology majors may substitute SOC 386 for MGMT 380)

430 International Management

Managers operating in a global environment need to manage the differences in doing business with people from other cultures. This goes beyond knowing that people have different customers, goals, and thought patterns. Today's managers need to be able to understand the cross-cultural subtleties imbedded in any interpersonal working relationships, regardless of whether operating in a foreign location, interacting with foreign nationals from a distance, or working with a culturally diverse American workforce. A manager's ability to understand, accept, and embrace these differences is critical to his or her success. This course is designed to address the complexities of intercultural management and facilitate the student's ability to manage successfully in a cross-cultural environment. Topics include intercultural ethics, intercultural negotiations, and American work values.

Prerequisites: FINC 321, MGMT 301, MKTG 300

445 Advanced Operations Management

This course focuses on the current issues that are salient to the operations function. It examines current views as to the analysis and synthesis of complete operations systems. It includes recent theories and experiments aimed at improving long/short run productivity and competitiveness. It serves as an integrator for the courses that have preceded it by giving the students the opportunity to integrate and refine the knowledge, skills, and attitudes obtained from their previous courses. It stresses the practical application of operations management concepts and theories. Offered in spring semester.

Prerequisites: MGMT 301 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, 390, 420 and senior standing

480 Integrative Issues of Business and Organizations

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. It examines the development of core competence and a sustainable competitive advantage as part of an organization's strategic planning process.

Prerequisites: MGMT 301, FINC 321, MKTG 300, and senior standing

Marketing (MKTG)

Lundsten (chair), Brennan, E. Kennedy, Lawton, Liu, Rexeisen, Rudelius, R.Sauter, Spriggs, R. Sullivan, Anderson, Burns, Hollie, McAllister

Career options in marketing include marketing research and planning, advertising and public relations, business logistics and physical distribution, retailing, product management and new product development, and sales management.

Students completing the concentration in marketing will be able to critically evaluate the global marketing environment, identify opportunities and problems and be able to understand and apply appropriate concepts and terminology.

Departments

Concentration in Marketing Management

ACCT	205	Introduction to Accounting
BUS	200	Community Service (0 credit)
BUS	201	Ethics and Practice: Foundations of Business
FINC	321	Financial Management
MGMT	301	Management of Organizations and Processes
MKTG	300	Principles of Marketing
MKTG	430	Marketing Management

Plus one of:

MKTG	340	Marketing Research
MKTG	345	Marketing Analysis and Presentation

Plus two of:

MKTG	310	Professional Selling
MKTG	320	Promotion Management
MKTG	330	International Marketing
MKTG	350	Marketing Channels and Distribution
MKTG	360	Retailing and Retail Behavior
MKTG	370	Buyer Behavior

Plus one of:

BLAW	301	Legal Environment of Business
BLAW	303	International Business Law

Plus:

Four additional credits within the Division of Business (may be a MKTG course)

Allied requirements

ECON	251	Principles of Macroeconomics
ECON	252	Principles of Microeconomics
QMCS	220	Statistics I

Note: QMCS 220 should be completed by the end of the sophomore year. Transfer students who have not had an equivalent course must complete this course by the end of their first semester, junior year.

Plus one of:

MATH	101	Finite Mathematics
MATH	109	Calculus with Review II
MATH	111	Calculus for Business and Social Science
MATH	113	Calculus I

Note: The math requirement must be completed by the end of the sophomore year.

Plus one of:

COMM	100	Public Speaking
COMM	105	Communication in the Workplace
ENGL		200 or above
JOUR	215	Journalistic Writing in the Workplace
JOUR	311	Persuasion in Writing

Plus two of:

ECON	335	Money, Financial Markets, and the Economy
ECON	348	International Economics
ENVR	151	Humans and the Environment
GEOG	113	World Geography
HIST	363	Business in American Life
POL	225	Introduction to World Politics
PSY	111	General Psychology
SOC	100	Introduction to Sociology

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: BUS 201, ECON 252 (may be taken concurrently) and 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.

Prerequisite: MKTG 300

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

330 International Marketing

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

Prerequisite: MKTG 300

340 Marketing Research

This course will focus on surveys, observations, experiments, and other tools for learning about customer characteristics and requirements. 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, MATH 101 or 109 or 111 or 113, QMCS 220

345 Marketing Analysis and Presentation

Marketing analysis and presentation covers the analytic and graphic skills needed to deal with assembling, analyzing and presenting data that is pertinent to marketing decisions. The focus in this course will be on company strategies, competitive intelligence, and secondary sources. The users of this data could be within the firm or external to it. The basic tools covered in the course will include the acquisition of pertinent secondary data from libraries, government, and commercial sources, internal data analysis and the reduction and refinement of data to produce presentations that are helpful in marketing decision making.

Prerequisites: MKTG 300, MATH 101 or 109 or 111 or 113, 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 and QMCS 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.

Prerequisite: MKTG 300

430 Marketing Management

Managerial aspects of marketing, emphasizing modern marketing organizational structure, product planning, pricing policies, sales management and channel policies. Small Business Institute (SBI) cases are used.

Prerequisites: MKTG 340 or 345, one of MKTG 310, 320, 330, 350, 360, 370, and senior standing

Catholic Studies

See Interdisciplinary Programs