

Business Administration-Management, Marketing

ect) and the behavioral dynamics that need to be managed to achieve success. The use of project management skills as applied to new product launches (*e.g.*, marketing) or installation of software information systems is explored. The multiple roles of the project manager are examined. These include being a team leader responsible for delivering the project on time, within budgets and to desired specifications while managing individuals with temporary allegiance to the project. The technical and human aspects of project management will receive approximately equal focus. Course methodology includes lectures and discussion, case studies, and activities designed to apply the concepts to management of a “live” project. Offered in spring semester.

Prerequisite: DSCI 301 (or MGMT 301 from previous semesters)

MGMT 390 The Environment of Human Resource Management (4 credits)

This course deals with concepts involved in human resource 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: BUSN 201 and junior standing

MGMT 420 Performance Assessment, Development, and Career Management (4 credits)

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. Offered in fall semester.

Prerequisites: DSCI 301 (or MGMT 301 from previous semesters)

MGMT 430 International Management (4 credits)

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 customs, 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 work values.

Prerequisites: DSCI 301 (or MGMT 301 from previous semesters), FINC 321, MKTG 300 or concurrent registration and prerequisite waived by instructor

MGMT 460 Current Issues in Human Resource Management (4 credits)

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 Resource concentration. Offered spring semester.

Prerequisites: MGMT 380 (may be taken concurrently), 390, 420 and senior standing

MGMT 480 Strategic Management (4 credits)

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. The focus of the course is to have you view the organization from the perspective of the president, rather than that of a manager of a particular function (*e.g.*, VP of marketing). It examines the development of core competence and a sustainable competitive advantage as part of an organization’s strategic planning process.

Prerequisites: DSCI 301 (or MGMT 301 from previous semesters), FINC 321, MKTG 300, and senior standing. Absolutely no exceptions will be made to these prerequisites.

MGMT 482 Managerial Applications of Leadership (4 credits)

This course addresses the application of leadership principles in the context of business, political, and social organizations. It emphasizes how leadership affects the functions of the organization. The course reviews case studies of historical leaders such as Henry Ford, George Eastman, and Joseph Stalin. It also explores contemporary leaders such as Jack Welch, George Bush, and Pope John XXIII. These case studies are used to analyze how the personality, style, character, ethics, and strategy of each leader affect their organizations and their communities. The course will also examine multi-leader processes, such as the digging of the Panama Canal or the building of the transcontinental railroad, to highlight the interaction of varied leadership styles. Offered in spring semester.

Prerequisites: MGMT 380 or equivalent, MGMT 382, senior standing

Marketing (MKTG)

Opus College of Business

Department of Marketing

Lundsten (chair), Al-Khatib, Brennan, Cavazos, Grzeskowiak, Heckler, Heyman, Liu, Malshe, Puto, Rexeisen, Sailors, Vollmers

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 man-

agement.

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.

Concentration in Marketing Management

Business Core Courses

- ACCT 205 Introduction to Accounting (4 credits)
- BUSN 200 Community Service (0 credit)
- BUSN 201 Ethics and Practice: Foundations of Business (4 credits)
- DSCI 301 Management of Organizations and Processes (4 credits)
- FINC 321 Financial Management (4 credits)
- MKTG 300 Principles of Marketing (4 credits)

Plus four credits from the following:

- BLAW 301 Legal Environment of Business (4 credits)
- BLAW 302 Business Law for Accounting (4 credits)
- BLAW 303 International Business Law (4 credits)

Concentration Courses

- MKTG 340 Marketing Research (4 credits)
- MKTG 430 Marketing Management (4 credits)

Plus eight credits from the following:

- MKTG 310 Professional Selling (4 credits)
- MKTG 320 Promotion Management (4 credits)
- MKTG 330 International Marketing (4 credits)
- MKTG 345 Marketing Analysis (4 credits)
- MKTG 350 Marketing Channels and Distribution (4 credits)
- MKTG 360 Retailing (4 credits)
- MKTG 370 Buyer Behavior (4 credits)
- MKTG 490 Topics (4 credits)

Plus:

Four additional credits at 300-level or above (not previously taken) in the College of Business (may be a MKTG course)

Allied requirements

- ECON 251 Principles of Macroeconomics (4 credits)
- ECON 252 Principles of Microeconomics (4 credits)
- QMCS 220 Statistics I (4 credits)

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 four credits from the following:

- MATH 101 Finite Mathematics (4 credits)
- MATH 109 Calculus with Review II (4 credits)
- MATH 111 Calculus for Business and Social Science (4 credits)
- MATH 113 Calculus I (4 credits)

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

Plus four credits from the following:

- COMM 100 Public Speaking (4 credits)
- COMM 105 Communication in the Workplace (4 credits)
- ENGL 200 or above
- JOUR 215 Journalistic Writing in the Workplace (4 credits)
- JOUR 311 Persuasion in Writing (4 credits)

MKTG 300 Principles of Marketing (4 credits)

This course uses a managerial point of view. It focuses on understanding the needs and desires of customers in order to develop effective strategies for business. Students are taught to consider organizational, social, competitive, technological, economic, behavioral, and legal forces in crafting effective marketing programs.

Prerequisites: BUSN 201 and junior standing

MKTG 310 Professional Selling (4 credits)

In this course students learn how individuals interact with each other in a competitive environment. The course covers one-on-one selling techniques, persuasive communication, oral and verbal presentation skills useful for one-to-one presentations and when groups present to groups. The student will learn skills useful in both the industrial and consumer areas.

Prerequisite: MKTG 300

Business Administration-Marketing – Catholic Studies

MKTG 320 Promotion Management (4 credits)

This course 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

MKTG 330 International Marketing (4 credits)

In this course students consider basic concepts, principles and theories of international marketing, as well as the essential and complex problems encountered in the international marketplace. The emphasis is on problem solving and decision-making within the international marketing environment.

Prerequisite: MKTG 300

MKTG 340 Marketing Research (4 credits)

In this course, students learn to develop surveys, observation, experiments, and other tools for learning about customer characteristics and requirements. They learn about analytical techniques, data sources, research planning and costs.

Prerequisites: MKTG 300, MATH 101 or 109 or 111 or 113, QMCS 220

MKTG 345 Marketing Analysis (4 credits)

In this course students learn to assemble, analyze and present information that is pertinent to marketing decisions. The focus in this course is on company strategies, competitive intelligence, and secondary sources. The course covers acquisition of pertinent secondary data from libraries, government, and commercial sources, the analysis of this data and its reduction and refinement to produce presentations that are helpful in marketing decision-making.

Prerequisites: MKTG 300, MATH 101 or 109 or 111 or 113, QMCS 220

MKTG 350 Marketing Channels and Distribution Systems (4 credits)

Students examine relevant theories, concepts, and practices related to the flow of goods and services in and between organizations from the point of view of the total distribution system. The goal of the course is to help business students think about and learn to create and integrate marketing and logistics strategy.

Prerequisites: MKTG 300 and QMCS 220

MKTG 360 Retailing (4 credits)

In this course students learn the principles and practices of retailing, non-store retailing services and direct marketing from a management perspective. Topics include roles-in-channel, demographics, consumer behavior, trends, strategy formulation, 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 issues, database management, and international retailing.

Prerequisite: MKTG 300.

MKTG 370 Buyer Behavior (4 credits)

In this course, students examine how consumers and organizations go about making purchase decisions. Major theoretical contributions and empirical research findings from marketing and the behavioral sciences are reviewed and attention is given to applying this information to practical business and marketing situations.

Prerequisite: MKTG 300

MKTG 430 Marketing Management (4 credits)

Small Business Institute clients present student teams with business problems that require solutions. Student teams diagnose the client's problem and craft and present a solution to the client. Time is divided between reviewing and integrating the students' marketing background, facilitating the student contact with the client, and providing consulting to the client.

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

Catholic Studies (CATH)

College of Arts and Sciences

Department of Catholic Studies

R Kennedy (chair), Briel, Joncas, Keating, Naughton, Reichardt, Ruddy, Thompson, Wojda; Boyle (THEO), A Kennedy (THEO), Lemmons (PHIL)

The Department of Catholic Studies allows students to encounter the broad and diverse expressions of Catholic culture. While grounded in Catholic philosophy and theology, the curriculum engages students with the imaginative and sacramental expressions of Catholic life in literature, the arts, social systems and personal experience. The interdisciplinary dimension gives students insight into Catholicism's dynamic interaction with and interpenetration of cultures, traditions, and intellectual life throughout history. By examining the role it 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 are united by a profound respect for Catholicism, and are committed to a high degree of interaction among themselves as well as with students. Students thus enter into a community at once faithful and intellectual.