

COURSE DESCRIPTIONS

Designation of Courses

- 100-199 Introductory level: primarily for freshmen
- 200-299 Intermediate level: in some cases presupposes introductory
- 200-300 Course work, related experience, or intellectual maturity; primarily for freshmen and sophomores
- 300-499 Advanced level: usually presupposes previous work and involves specialized study of a subject; primarily for juniors and seniors

In course descriptions, credit in semester hours is indicated by a number in parentheses.

HONORS COURSES (HONR)

HONR 100 FRESHMAN SEMINAR: THE HONORS EXPERIENCE (1) This course prepares students for the honors experience by providing them with essential skills needed to function effectively as members of a living and learning community.

HONR 103 ADVANCED ENGLISH COMPOSITION (3) This course emphasizes the process of writing in which students produce a range of expository essays. Students' writing and reading skills are refined through the close analysis of selected texts and careful editing of student writing.

HONR 111-112 HUMANITIES SEMINAR (3,3) These seminars explore topics in Western civilization from an essentially historical perspective including consideration of questions relating to political stability, war and revolution, economic development, social conditions, and significant ideas and movements in the arts, sciences, philosophy, and religion. The first semester generally comprises studies from the ancient Near East, Greece, and Rome through the Middle Ages and the Renaissance. The second semester treats topics from the Age of Discovery and the Reformation through the French Revolution and Napoleonic Wars, the Industrial Revolution, and the twentieth century.

HONR 121 MATHEMATICS SEMINAR (3) This overview of the fundamentals of mathematics includes selected topics such as symbolic logic, elementary set theory, theory of numbers, inductive and deductive reasoning, analysis of the algorithms, geometry, probability, calculus, and mathematical foundations of computer science.

HONR 131 SOCIAL SCIENCE SEMINAR (3) This course is an inter-disciplinary analysis of economic, political, and social issues including issues related to methods of social research.

HONR 211 HUMANITIES SEMINAR (3) This course is a comparative study of selected texts from world literature that provides students with multiple perspectives on significant human issues.

HONR 212 HUMANITIES SEMINAR (3) This seminar examines major schools of philosophy and/or major religious traditions with discussion of varied specific topics within these disciplines.

HONR 221 FINE ARTS SEMINAR (3) This seminar provides interdisciplinary inquiry into the processes of imagination and artistic creation, relationships among the visual and performing arts, and the social and cultural values of the fine arts.

HONR 233-234 SCIENCE SEMINAR (4, 4) Three hours lecture and two hours laboratory. This two-course sequence presents an integrated approach to the study of the sciences. Seminars focus on the principles that form a seamless web of knowledge about the natural universe. Students gain an understanding of the scientific process and will learn to read and appreciate popular accounts of major discoveries in the sciences.

HONR 341, 342, 343, 344, 345, 346 HONORS COLLOQUIUM (3) Thematic colloquia are organized around artistic, philosophical, scientific, and other issues in areas such as war and peace, tyranny and freedom, poverty and wealth, and faith and morals. Recent colloquia include “The Film Maker as Philosopher,” “The Challenge of Economic Change After Communism,” “Probability and Reality,” and “Re-thinking American Literature.”

HONR 435-436 HONORS SYMPOSIUM (1,1) *Corequisite: G S 435-436.* Students in Honors Symposium enroll in the regular Senior Symposium (GS 435-436) and attend the lectures and a discussion section with the other students in that class. They then meet separately for an additional hour of discussion.

HONR 451-452 SENIOR HONORS PROJECT (3,3) An approved project must be developed with a faculty advisor and evaluated with the aid of a three-person faculty committee that includes the advisor and an instructor from outside the project’s discipline. Each project must meet the guidelines of the Westover Program’s “Policy on the Senior Honors Project.” All students must complete a minimum of three hours of Senior Honors Project. Students are encouraged to pursue a project in their major discipline, although interdisciplinary projects are acceptable if approved by the advisor. Enrollment in the senior honors project for six hours credit ordinarily requires one project of appropriate depth to necessitate a full year of attention or two individual projects credited at three hours each.

HUMAN DEVELOPMENT AND LEARNING COURSES (HDVL)

HDVL 101 INTRODUCTION TO EDUCATION AND RELATED PROFESSIONS (3) With particular attention to American public education and the role of the licensed professional teacher, the course examines historical, philosophical, and current social influences on contemporary practice, institutional development, and public attitudes about children and education. The course concludes with an exploration of the expanding range of career paths open to teaching and human development professionals and introduces teacher licensing requirements and procedures. Professional vocabulary, attitudes, and performance expectations will be introduced as an integral and functional component of the course.

HDVL 201 THE INSTRUCTIONAL CONTEXT (3) *Prerequisites: Core courses taken sequentially or concurrently, but not out of sequence.* This course introduces the primary task model used by effective teachers. Students study the ongoing cycle of planning, implementation, and assessment and how these are linked.

HDVL 202 FIELD EXPERIENCE I (1) This course is designed to provide pre-service teachers with initial opportunities to observe and participate in the dynamics of a classroom and to share, question, and reflect upon those experiences in campus seminars.

HDVL 211 INSTRUCTIONAL STRATEGIES (3) *Prerequisites: HDVL 101, HDVL 201, HDVL 202, PSYC 213, PSYC 241.* This course deals with the specific instructional strategies teachers develop such as establishing rapport with faculty and staff; becoming familiar with school policies and routines; reviewing cumulative folders to find out required accommodations for individual students; introducing themselves to parents; arranging classrooms; organizing and ordering materials; mentoring; working with aides and paraprofessionals; setting up grade books; becoming familiar with community resources; and setting behavioral expectations.

HDVL 234 CHARACTERISTICS OF MENTAL RETARDATION (3) *Prerequisite: PSYC 213.* This course focuses on the study of intellectual, cognitive, social, emotional, and physical characteristics of mentally retarded individuals. It includes attention to the causes of retardation, an overview of programs and services, and current issues and future directions in the field.

HDVL 313 READING AND LANGUAGE ACQUISITION I (3) *Pre-requisite: HDVL 211.* This course is designed to impart a thorough understanding to pre-service teachers of the

design the organizational structures and processes required to pursue opportunities and/or solve problems, and design the measures and control processes necessary for effectively guiding subsequent efforts.

MARKETING COURSES (MKTG)

MKTG 309 **PRINCIPLES OF MARKETING (3)** *Prerequisites: ACCT 201 and ECON 201 (C- or better in both) Strongly recommended: junior standing.* This course provides a comprehensive study of the structure and function of marketing systems in the firm, the economy, and society. The course develops the analysis of target markets, the assessment of the firm's external environments, and the management of marketing practices both domestically and internationally.

MKTG 371 **MARKET RESEARCH (3)** *Prerequisites: BUAD 241 and MKTG 309.* This quantitative course provides students with the tools and knowledge required to acquire data in product development or product management situations, to analyze the data appropriately, and to generate useful recommendations on the basis of their analysis.

MKTG 372 **SALES AND SALES MANAGEMENT (3)** *Prerequisite: MKTG 309.* This course examines direct sales environments with an emphasis on industrial goods selling. Students develop personal selling skills in concert with an understanding of buyer needs and requirements as expressed in the buying motion. Other topics include sales strategy development, organizational design, performance evaluation, compensation, and territory administration.

MKTG 374 **RETAILING AND MERCHANDISING (3)** *Prerequisite: MKTG 309.* This study of distribution systems management emphasizes retail store management. Topics include location decisions, layout, service, strategy, product mix, pricing, purchasing and stocking, and local advertising.

MKTG 375 **CONSUMER AND BUYER BEHAVIOR (3)** *Prerequisite: MKTG 309.* This course is an interdisciplinary approach to the analysis and application of psychological, social, and cultural influences on the behavior of consumers and organizational buyers. The interrelationships of marketing actions and buyer behavior are analyzed with the goal of making effective marketing decisions.

MKTG 379 **MARKETING COMMUNICATIONS (3)** *Prerequisite: MKTG 309.* This course is an intensive examination of the roles of advertising, personal selling, sales promotion, and public relations in product or service marketing efforts. Topics include theme selection, copy and artwork preparation, media selection, performance analysis, budgeting, and other areas relevant to promotion.

MKTG 425 **FUNDAMENTALS OF ONLINE BUSINESS (3)** *Prerequisite: MKTG 309.* This course focuses on the theory and applications of online/Internet-based business strategies. The course is designed to introduce the student to the current trends and aspects of developing a business on the Internet. The topics to be covered include, but are not limited to basic development and implementation issues of an online business, registering and promoting an online business, legal issues associated with an online business, design issues associated with a web site, user-based issues, and current issues within the realm of online business and consumers.

MKTG 451 **MARKETING MANAGEMENT (3)** *Prerequisites: MKTG 371 and MKTG 375.* This course focuses on the application of problem solving in the area of marketing management. Emphasis is placed upon the analysis of markets, planning the marketing effort, management of the marketing organization, and control of marketing operations. This course is taught using the case method and/or computer simulation.

MKTG 452 **INTERNATIONAL MARKETING (3)** *Prerequisite: MKTG 309.* This course focuses on theory and applications of international marketing strategies for U.S. and multinational concerns. It uses the case and/or computer simulation method to place students in a decision-making environment similar to that of a marketing manager who must respond to international issues and competitors.

MATH 407-408 **ADVANCED CALCULUS (3, 3)** *Prerequisite: MATH 260* Three hours lecture each semester. This sequence introduces students to the foundations of analysis, including a study of limits and continuity, functions of several variables, and finite and infinite series.

MATH 409 **NUMERICAL ANALYSIS (3)** *Prerequisite: MATH 211.* This course examines some commonly used numerical methods for the solutions of linear and non-linear equations and systems; difference calculus and interpolation; numerical differentiation and integration.

MATH 420 **TOPOLOGY (3)** *Prerequisite: MATH 260.* This course explores basic concepts of a topological space; continuous functions and mappings; separation axioms; metric spaces; deformations; and topology of plane sets.

MATH 440 **TOPICS IN MATHEMATICS (3)** *Prerequisites: Senior standing and a minimum of nine hours of advanced mathematics, as well as consent of the instructor and advisor.* This course is designed for those students who desire work not offered in the regular advanced courses in mathematics and who wish to work on an individual project under the supervision of a mathematics professor.

MATH 451 **SENIOR PROJECT (3)** *Prerequisites: Senior standing and at least three mathematics courses numbered 300 or higher.* This course serves as a capstone for those students majoring in mathematics. The student does an intensive study of a mathematics topic of his/ her choice under a supervising professor. This study must involve a synthesis of available material on the topic to include, but not limited to, traditional books, journal articles, and web based materials. The student must write a research paper on the topic and present it to a faculty committee.