

layout, service, strategy, product mix, pricing, purchasing and stocking, and local advertising.

MKTG 375 CONSUMER AND BUYER BEHAVIOR (3) *Prerequisite: MKTG 209.* 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 377 STUDY ABROAD (3) *Prerequisite: MKTG 209.* This course focuses on marketing challenges associated with business activity across national boundaries. It aims to provide students with the knowledge, understanding, and skills that will help them market more effectively in an international environment. Included in this course is a field study experience in a foreign country.

MKTG 379 MARKETING COMMUNICATIONS (3) *Prerequisite: MKTG 209.* 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 380 SERVICES MARKETING (3) *Prerequisite: MKTG 209.* The course examines dimensions of the services sector, including the structural differences between services and consumer/industrial products. It explores service marketers' difficulties in using traditional marketing concepts and focuses on new marketing approaches for service sectors in the information age economy.

MKTG 397 INDEPENDENT STUDY IN MARKETING (1-3) *Prerequisites: Approval of faculty sponsor and school dean; junior or senior standing.* This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

MKTG 398 SPECIAL TOPICS IN MARKETING (1-3) [credit depends on topic] *Prerequisites: A background of work in the discipline.* This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her matriculation.

MKTG 425 E-MARKETING (3) *Prerequisite: MKTG 209.* 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 the consumers.

MKTG 451 MARKETING MANAGEMENT (3) *Prerequisites: MKTG 371, 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.

MATHEMATICS COURSES (MATH)

MATH 102 PRECALCULUS (3) *Prerequisite: At least two years of high school algebra.* This course includes the study of a variety of functions and their graphs and transformations, including linear, quadratic, rational, polynomial, logarithmic, exponential and trigonometric functions. The study of trigonometry will include both the right triangle and the unit circle approach. The course is intended to strengthen the algebra and trigonometry skills required for the study of calculus.

MATH 103 CALCULUS I (3) *Prerequisite: MATH 102.* This course introduces the student to elementary differential calculus with applications.

MATH 104 CALCULUS II (3) *Strongly Recommended: MATH 103.* Differential and integral calculus of single variable transcendental functions, methods of integration, and applications are studied.

MATH 105 PROBLEM SOLVING IN MATHEMATICS (3) This course introduces students to the true nature of mathematics, what mathematicians really do, how they think, and what they try to ac-

comply. The focus is on using quantitative reasoning and intuitive logical thought techniques to solve problems rather than formal rigid processes. Selected topics may include, but are not limited to, number estimation, number theory, probability, mathematical modeling, regression, infinity, strange geometries, chaos and fractals, and famous math problems. This course meets the general education mathematics requirement.

MATH 106 LIBERAL ARTS MATHEMATICS (3) This course introduces the student to the language and modeling capabilities of mathematics by providing a broad overview of several different fields of mathematics including logic, linear algebra, probability, statistics, and the mathematics of finance with the purpose of developing an appreciation of the extent and usefulness of those ideas in our ordinary lives.

MATH 117 INTRODUCTION TO SCHOOL MATHEMATICS I (3) *Prerequisites: MATH 102 or demonstration of the knowledge of MATH 102, and 106. A grade of "C" or higher in MATH 106 is highly recommended.* This course covers key topics in school mathematics including an introduction to the central concepts of pre-secondary mathematics and the National Council of Teachers of Mathematics (NCTM) recommended standards. Topics include problem-solving methodologies, sets, elementary number theory, arithmetic of the whole and rational number systems, and pedagogy. This course may not be used to satisfy any of the requirements for the mathematics minor.

MATH 118 INTRODUCTION TO SCHOOL MATHEMATICS II (3) *Prerequisite: MATH 117.* This is a continuation of MATH 117 and covers the basic concepts and operations of real numbers as well as various selected topics in mathematics from the recommended Standards of the National Council of Teachers of Mathematics (NCTM) and the PRAXIS exam. Topics include number theory, geometry and measurement, probability, and statistics. This course may not be used to satisfy any of the requirements for the mathematics minor or major.

MATH 211 CALCULUS III (3) *Prerequisite: MATH 104.* Polar coordinates, infinite series and sequences, multivariable calculus, partial differentiation, multiple integration, three-dimensional analytic geometry and applications are studied.

MATH 222 INTRODUCTORY STATISTICS (3) This is an introductory statistics course without a calculus prerequisite. Topics include probability, samples, distributions, sampling theory, estimation, hypothesis testing, two-sample tests, Chi-square and contingency tables, regression and correlation, analysis of variance, and decision theory.

MATH 231 THE MATHEMATICS OF COMPUTER SCIENCE (3) This course introduces the theoretical and mathematical foundations of computer science. Topics include sets, summations and limits, number systems, mathematical induction, logic and Boolean algebra, probability and statistics, automata and grammars, combinatorics, and graph theory.

MATH 260 MATHEMATICAL REASONING AND PROOF (3) *Prerequisite: MATH 104.* This course is an introduction to mathematical reasoning as exemplified in the proof methodology inherent to formal mathematics. This course will include a formal study of logic and the different methods of proof and then use examples from various branches of mathematics to illustrate these ideas. Fields from which the examples will be taken include, but are not limited to, set theory, cardinality, relations and order, functions, elementary group theory, and elementary combinations.

MATH 301 DIFFERENTIAL EQUATIONS (3) *Strongly Recommended: MATH 211.* This course focuses on existence and uniqueness theorems; first order equations; linear, homogeneous, and non-linear equations; transform methods; numerical methods; and series solutions.

MATH 304 COLLEGE GEOMETRY (3) *Prerequisite: MATH 104.* This course covers the important aspects of Euclidean Geometry including topics involving angles, triangles, parallel and perpendicular lines, circles, polygons, similarity, areas, volumes, as well as various selected topics in mathematics from the recommended Standards of the National Council of Teachers of Mathematics (NCTM) and the PRAXIS II exam. It is also intended to give students further exposure to the art of formal proof writing in a setting where many steps of the proof can be displayed and explained visually.

MATH 307 LINEAR ALGEBRA (3) *Strongly recommended: MATH 260.* This course provides a study of linear transformations over vector spaces covering vectors, vector spaces, matrices, determinants, systems of linear equations, and linear transformations.

MATH 310 HISTORY OF MATHEMATICS (3) *Corequisite: MATH 260 or permission of instructor.* This course will introduce students to mathematics from a historical perspective. Course topics will include number theory, algebra, geometry and calculus.

MATH 311 PROBABILITY THEORY (3) *Prerequisite: MATH 104.* This course introduces mathematical probability theory using an axiomatic approach and considering numerous applications.

MATH 313 COMPLEX VARIABLES (3) *Prerequisite: MATH 211.* This course examines properties of complex numbers; elementary functions of a complex variable; complex derivatives and analytic functions; mappings; definite and indefinite integrals; Cauchy's theorem and integral formulas; Taylor and Laurent expansions; singular points and the residue theorem; conformal mapping with applications.

MATH 323 NUMBER THEORY (3) *Prerequisite: MATH 260.* This course deals with the properties of the set of integers. Topics considered include divisibility and division algorithm, congruences, quadratic residues, recurrence functions, diophantine equations, and continued fractions.

MATH 328 VECTOR ANALYSIS (3) *Strongly recommended: MATH 211.* This course includes vector algebra; vector geometry; vector functions; vector calculus: derivatives, gradient, curl, divergence, and Laplacian operators; line and surface integrals; Stokes' and Gauss' theorems; applications to physics; generalized coordinates; linear vector spaces.

MATH 333 MATHEMATICAL STATISTICS (3) *Prerequisite: MATH 104, 311.* This course provides a theoretical background and an introduction to statistics by examining the topics of graphical displays and statistical measures, random samples, sampling distributions, expected value, the Central Limit Theorem, properties of the methods to determine point estimates, probability distributions (e.g., normal, t, F, Chi-squared), confidence intervals, hypothesis testing, Type I and II errors, the power of tests, determining sample sizes, correlation, simple and multiple linear regression and analysis of variance.

MATH 350 EXPERIMENTAL MATHEMATICS (3) *Prerequisites: CS 131 or programming ability, and consent of the instructor.* This course will introduce students to the fine art of problem solving. The focus is on using computers, models, and examples to investigate problems rather than formal rigid processes to uncover a solution. Selected topics will include, but are not limited to, number theory, probability, mathematical modeling, graph theory, fractals, real analysis, and open math problems. This course will fulfill a math elective requirement.

MATH 397 INDEPENDENT STUDY IN MATHEMATICS (1-3) *Prerequisites: Approval of faculty sponsor and school dean; junior or senior standing.* This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

MATH 398 SPECIAL TOPICS IN MATHEMATICS (1-3) [credit depends on topic] *Prerequisite: A background of work in the discipline.* This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her matriculation.

MATH 399 INTERNSHIP IN MATHEMATICS (1-12) *Prerequisites: Juniors or seniors with a 2.25 minimum QPA; approval of written proposal by internship coordinator, and supervising faculty prior to registration.* Students may earn college credit for participation in an internship with a business firm or agency, jointly supervised by the program and the responsible organization administrator. The internship is expected to provide the student with an opportunity to apply, in a practical way, some of the mathematical skills acquired. (See "Internships.")

MATH 405-406 ABSTRACT ALGEBRA (3, 3) *Prerequisite: MATH 260.* Three hours lecture each semester. This course sequence introduces students to algebraic concepts such as groups, rings, integral domains, and fields. The elementary number systems occupy a central place. Mappings, especially homomorphisms, are introduced fairly early and emphasized throughout.

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 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 with a major 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 including (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.

MUSEUM STUDIES COURSES (MST)

MST 101 **INTRODUCTION TO MUSEUM STUDIES (3)** This course is a survey of the history, mission, methods, contemporary applications, and future roles of museums. Slides, text, and additional readings comprise the primary teaching aids, and the Daura Gallery is used as a teaching resource as well. Field trips are made to museums, especially those with disciplines other than art, to provide an understanding of all types of museums including art, material culture, natural history, anthropology, and historical sites.

MST 102 **THE GREAT AMERICAN MUSEUM (1)** Since the early 20th Century, American museums have been centers of education and interpretation (teaching through the use of original objects). This course focuses on one significant American museum through the examination of its history, mission, interpretation of its collection, and current educational and social roles. The course will be taught in the Fall semester from the opening day of classes through Fall Break. The course will culminate with travel to a selected museum over Fall Break. The trip and travel fee are required.

MST 101 **CURATORIAL PRACTICES (3)** This course focuses on the identification and understanding of tangible objects within the historical perspective, their relevance and use by museums of all types, and the application of curatorial methodology and care of collections. Historical, artistic, decorative, and scientific objects will be examined for authenticity, composition, history, and value. The Daura Gallery will be used as a teaching resource.

MST 301 **LEGAL AND ETHICAL ISSUES IN MUSEUM STUDIES (3)** This course examines the ethical and legal issues of governance, administration and collections management facing museums in the new millennium. LCSR.

MST 302 **MUSEUMS IN THE PUBLIC DIMENSION (3)** *Prerequisite: MST 101.* A course focusing on the theory and practice of museum education, exhibitions, and programming. As part of this course, students will curate an exhibition for the Daura Gallery. LCSR.

MST 377 **STUDY ABROAD (3)** *Prerequisite: MST 101.* This course is a specialized program for museum studies students to study abroad at museums in Europe, Asia, Australia, New Zealand, Africa, North America outside the U.S., or South America. Students will examine issues of cultural patrimony, and the similarities and differences between missions, collections, exhibitions, and public services of museums throughout the world.

MST 397 **INDEPENDENT STUDY IN MUSEUM STUDIES (1-3)** *Prerequisites: Approval of faculty sponsor and school dean; junior or senior standing.* This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

MST 398 **SPECIAL TOPICS IN MUSEUM STUDIES (1-3) [credit depends on topic]** *Prerequisite: A background of work in the discipline.* This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her matriculation.