Academic Programs

MGMT 399  INTERNSHIP IN MANAGEMENT (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. Internships are offered in cooperation with a member of the management faculty who is responsible for holding a weekly class meeting and assigning the final course grade. Student interns may or may not be paid for their work. (See “Internships.”)

MGMT 422  KEEPING TALENT: PERFORMANCE APPRAISALS, COMPENSATION AND EMPLOYEE/ LABOR RELATIONS (3)  Prerequisite: MGMT 262. This course provides a broad understanding of performance appraisals, compensation, and employee-labor relations. Topics covered include: designing and implementing performance appraisals, setting and administrating pay structures, incentive and traditional pay, employee benefits, labor relations, employee-employer relationships, and flexible work arrangements.

MGMT 472  THE ART OF STRATEGY (3)  Prerequisites: ACCT 202, FIN 317, MGMT 244, 262, 300, 301, 302. This integrative course uses the case method to hone student ability to analyze and evaluate organizational strategic decisions. Written and oral communication skills for a variety of organizational business problems are exercised. Students also enhance their skills in strategy and policy formulation and implementation.

MGMT 475  STRATEGIC HUMAN RESOURCE MANAGEMENT (3)  Prerequisites: MGMT 262, 321. This course provides a capstone experience where students integrate principles of business strategic management and strategic human resource management. Topics covered include strategic management, HRM planning, HRM audit, HRM metrics, measuring HRM effectiveness, and HRM alignment.

MARKETING COURSES (MKTG)

MKTG 101  FRESHMAN SEMINAR IN MARKETING (3)  This theme-based course gives students exposure to marketing early in their college career. Designed around the interests of the instructor, the course will provide students with the opportunity to use marketing principles to explore an issue from multiple perspectives. Through in-depth study of a specific topic (e.g., social media marketing, consumer privacy rights, cross-cultural branding, and videogame marketing), students will be introduced to basic marketing concepts as they develop their critical thinking and communication skills.

MKTG 200  SOCIAL MEDIA MARKETING (3)  This interactive course will focus on how to design, strategize, implement and evaluate a digital marketing strategy for small and mid-size organizations. An understanding of the opportunities and challenges of the Digital Media Revolution will be developed through readings, case studies, and hands-on activities. Students will learn how to use and optimize basic social media tools [Blogs, Facebook, Twitter, YouTube, and LinkedIn] with traditional marketing efforts. Teams will launch a Digital Marketing Strategy.

MKTG 209  PRINCIPLES OF MARKETING (3)  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, MKTG 209. 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 209. 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 209. 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 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.

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) Prerequisite: 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-