

competencies for managing diversity through the medium of different theories, approaches, and images. Students will survey theory, research, and practices associated with diversity. The course will supplement assigned readings with exercises, case studies, debates, and simulations to improve student's analytical and reasoning skills.

**MGMT 364 ACQUIRING TALENT : WORKFORCE PLANNING AND STAFFING (3)** This course examines how organizations plan for their workforce needs, develop their recruitment strategies, and design and implement their hiring policies and protocols.

**MGMT 377 STUDY ABROAD: INTERNATIONAL MANAGEMENT (3)** *Prerequisite: MGMT 260.* This course offers students the opportunity to study management challenges associated with business activity in foreign settings. It aims to provide students with knowledge, understanding, and skills that will help them manage more effectively in an international environment.

**MGMT 397 INDEPENDENT STUDY IN MANAGEMENT (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.

**MGMT 398 SPECIAL TOPICS IN MANAGEMENT (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.

**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 administering 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, 303.* 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 375W CONSUMER AND BUYER BEHAVIOR [Writing Enriched] (3)** *Prerequisites: ENGL 111W-112W or ENGL 223W, 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.

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**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, design issues associated with a web site, customer-based issues, and current issues within the realm of online business and the consumer.

**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)** *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 accomplish. 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)** *Prerequisite: General Education Math.* 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.