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 387 DOMESTIC STUDY AWAY (3) Domestic Study Away is a parallel experience to study abroad as an experiential learning opportunity that allows students to earn academic credits toward the completion of a degree in an off-campus location using domestic destinations around the United States. Study away programs expose students to diverse perspectives and multiple modes of inquiry in ways not ordinarily achieved in a classroom setting.

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 399 INTERNSHIP IN MARKETING (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 marketing 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.”)

MKTG 425 INTERACTIVE MARKETING (3) Prerequisite: MKTG 209. This course is designed to give students a hands-on experience in interactive marketing and social media through the development and implementation of a WordPress site. During the course students will learn the fundamentals of persuasive communication theory and garner an understanding of database driven web site/blog site design. Topics covered include: visual communication techniques as well as WordPress theme design, HTML, CSS, PHP and SQL. Students will learn to implement the programs needed to develop these tools (Image editor, Text editor, FTP transfer program). To demonstrate their proficiency in these areas students will develop a personal promotional site.

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.
**Academic Programs**

**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. This course may not be used to satisfy any of the requirements for the mathematics minor or major.

**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 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 260W  MATHEMATICAL REASONING AND PROOF [Writing Enriched] (3)** Prerequisites: ENGL 111W-112W or ENGL 223W, 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 combinatorics.

**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 310W  HISTORY OF MATHEMATICS [Writing Enriched] (3)** Prerequisite: ENGL 111W-112W or ENGL 223W; 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) Prerequisite: 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 350W EXPERIMENTAL MATHEMATICS [Writing Enriched] (3) Prerequisites: CS 131 or programming ability, ENGL 111W-112W or ENGL 223W, 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 387 DOMESTIC STUDY AWAY (3) Domestic Study Away is a parallel experience to study abroad as an experiential learning opportunity that allows students to earn academic credits toward the completion of a degree in an off-campus location using domestic destinations around the United States. Study away programs expose students to diverse perspectives and multiple modes of inquiry in ways not ordinarily achieved in a classroom setting.

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 451W  SENIOR PROJECT [Writing Enriched] (3)  Prerequisites: ENGL 111W-112W or ENGL 223W, 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. Images, text, and additional readings comprise the primary teaching aids, and the Daura Gallery and Historic Sandusky are used as teaching resources 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 periodically 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 201  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.

MST 202  MUSEUM EXHIBITIONS (3)  This course focuses on the theory of museum exhibitions, with emphasis on the role of museums in providing interpretive exhibitions that stimulate critical thinking, discourse, and contemplation, and pertaining to museums of all types, including art, material culture, natural history, anthropology, science, historical sites, etc. The Daura Gallery is used as a teaching resource.

MST 301  LEGAL AND ETHICAL ISSUES IN MUSEUM STUDIES (3)  This course examines the ethical and legal issues of global importance in the 21st century.

MST 302  MUSEUMS IN THE PUBLIC DIMENSION (3)  Prerequisite: MST 202. A course that blends theory with practice through interpreting and curating an exhibition, and developing educational and ancillary programming for the Daura Gallery.

MST 304  HISTORICAL ARCHAEOLOGY (6)  Prerequisite: MST 101. Historical Archaeology is an archaeology field school at Historic Sandusky, which provides a foundation in current methods and theories of historical archaeology, and offers a solid introduction to the practical skills of site survey, excavation, recording, and laboratory procedures.

MST 305  UNDERSTANDING THE HISTORIC HOUSE MUSEUM AS PUBLIC HISTORY (3)  America’s cultural heritage can be found in its people and its buildings. Preservation of social and cultural history is embodied in historic buildings. This course will provide an awareness and knowledge of the rich complexity of details and issues associated with the architectural restoration and public interpretation of historic properties. Through lectures, assigned readings, research assignments, and site visits, the course will focus on the philosophy, professional practices, and unique issues of interpreting historic house museums. In particular, the class has an opportunity to participate in the current process of documentation and interpretation associated with Historic Sandusky, a developing house museum in Lynchburg.