Department of Management and Marketing

Jill Austin, Chair
Business and Aerospace Building N121D

The Department of Management and Marketing offers courses in management and marketing in the Master of Business Administration degree. The assistant dean and director of graduate business studies serves as advisor for the Master of Business Administration (page 63).

Courses in Management [MGMT]

General Management [MGMT]

6000 (600) Management and Operations Concepts. Three credits. Concepts of the management functions of planning, organizing, leading, and controlling as applied to managing people in organizations. Production and operations management concepts with emphasis on using quantitative models for decision making. Prerequisite for M.B.A. program. May not be used for elective credit in graduate business degree program.

6600 (660) Study of Organizations. Three credits. Prerequisite: MGMT 3610 or 6000. Behavioral science concepts and research in the management of organizations; theories dealing with interpersonal relationships, motivation systems, group dynamics, communications, and authority related to organizational behavior, control, and structure problems.

6660 (666) Seminar in Organization Development. Three credits. Prerequisite: MGMT 3610 or 6000. Diagnostic approaches for effecting planned changes in organizations. Emphasis on the individual and personal development of the student to be more effective in managing change and innovation.

6670 (667) Seminar in Management. Three credits. Prerequisite: MGMT 3610 or 6000. In-depth study of current developments in management theory and practice. An evaluation of contemporary thought on managerial roles in modern conglomerates and a comparative analysis of this role in specialized organizations and across variations in national and international operative environment. Recent methodology in management and organization studies.

6740 (674) Leadership and Motivation. Three credits. Prerequisite: MGMT 3610 or 6000. Issues in leadership and motivation in business organizations. An examination of the theoretical framework for leadership and motivation processes serves as foundation. Emphasis on practical issues and applications of leadership development and motivation.

6750 (675) Business Ethics. Three credits. Prerequisite: MGMT 3610 or 6000. Impact of individual values and ethics on the management of organizations. Topics include legal and ethical aspects of dealing with organization stakeholders: stockholders, consumers, employees, and the general community. Emphasis on using ethical theory to make good business decisions.

6770 (677) International Management. Three credits. Prerequisites: MGMT 3610 or 6000 and MKT 3820 or 6000. Major issues associated with the formulation and implementation of corporate strategy for international and global operations. Emphasis on the understanding of global environmental forces surrounding international business operations and the management issues facing global organizations.

6780 (678) Health Care Management. Three credits. Prerequisite: MGMT 3610 or 6000. An overview of the U.S. health care system, including managed care, governmental and private sector programs and policies affecting the delivery of health care (e.g., Medicare, Medicaid, and private health insurance), and legal, ethical, and budgeting issues relevant to managing health care organizations. Presents strategic and operational considerations unique to the management of health care organizations.

6790 (679) Problems in Management. Three credits. Prerequisite: 21 graduate hours and/or approval of department chair. Individual research and analysis of contemporary problems and issues in a concentrated area of study under the guidance of an approved faculty member.
Human Resources [MGMT]


6680 (668) Seminar in Human Resources Management. Three credits. Prerequisite: MGMT 3610 or 6000. Focus on the responsibility of all managers with respect to the effective development of human resources. The responsibility of all functional areas in the human resource department or impinging forces such as technology, organized labor, and government legislation examined along with the emerging concepts, problems, and theories supported by research in the field.

Operations [MGMT]

6650 (665) Operations Management. Three credits. Prerequisite: MGMT 3620 or 6000. Strategic and tactical decisions involved with planning, operating, and controlling the operations functions in a firm. Emphasis on problem identification and solution.

6700 (670) Production and Operations Management Strategy. Three credits. Prerequisite: MGMT 3620 or 6000. Focuses on operations strategy concepts and operations management as a competitive weapon. Topics include global production and operations management strategy, capacity of facilities, vertical integration, performance controls, and the importance of manufacturing for overall business strategy.

6760 (676) Total Quality Management. Three credits. Prerequisites: MGMT 3610 and 3620 or 6000. Examination of the major total quality management philosophies; consideration of implementation issues; quality costs, off- and on-line tools and techniques; vendor certification.

Courses in Marketing [MKT]

6000 (600) Marketing Concepts. Three credits. A survey of the functions, processes, and institutions involved in the creation, promotion, pricing, and distribution of consumer and industrial goods and services with an emphasis on the decision-making process. May not be used for elective credit in graduate business degree program.

6800 (680) Marketing Management. Three credits. Prerequisite: MKT 3820 or 6000. An analytical managerial approach to the marketing activities of a business enterprise. Emphasis on problem solving and marketing simulation.

6810 (681) Promotional Strategy. Three credits. Prerequisite: MKT 3820 or 6000. Promotional goals, plans, and concepts in marketing; the role of marketing communication in society; the organization budgeting, and scheduling of promotion; innovation and the adoption process; managerial decision making in the promotional mix.

6820 (682) Market Behavior. Three credits. Prerequisite: MKT 3820 or 6000. Behavioral science concepts and applied research relating to the process of buyer behavior. Topics include cognition, motivation, personality, group influence, social class, culture, and behavior models.

6830 (683) Marketing Systems. Three credits. Prerequisite: MKT 3820 or 6000. An analytic, decision-oriented study of marketing channels. Problems of integrating relevant variables within the marketing system to achieve optimum returns for all members.

6840 (684) Marketing Seminar: Current Topics in Marketing. Three credits. Prerequisite: MKT 3820 or 6000. Theoretical bases of marketing concepts, principles, and strategies; the development, acceptance, and possible future direction of emerging concepts and practices.

6850 (685) International Marketing Seminar. Three credits. Prerequisite: MKT 3820 or 6000. Difference in market arrangements and in legal, cultural, and economic factors in different countries. Planning and organizing for international marketing operations, forecasting, and analyses; interrelationships with other functions; strategy of product pricing, promotion, and channels.

6860 (686) Marketing Research and Decision Making. Three credits. Prerequisite: MKT 3820 or 6000. Investigates research methods for providing marketing information to assist managers in making better decisions, particularly in identifying marketing opportunities and problems. Specifically focuses on understanding both primary and secondary research processes and developing an ability to evaluate primary and secondary sources of information.

6870 (687) Electronic Commerce and Direct Marketing. Three credits. Prerequisite: MKT 3820 or 6000. Channels used in direct marketing with an emphasis on electronic commerce; strategic differences among the channels of direct marketing and the managerial implications of each. The impact of changing technology, regulations, and privacy issues.

6890 (689) Problems in Marketing. Three credits. Prerequisites: MKT 6000 or 3820 and approval of department chair. Individual research analysis of contemporary problems and issues in a concentrated area of study under the guidance of an approved graduate faculty member. Not approved or substituted for core requirements. Approval of supervisory faculty member and department chair must be obtained in writing before student will be allowed to register for independent study.

6900 (690) Health Care Marketing. Three credits. Prerequisite: MKT 3820 or 6000. The role of marketing in the delivery of health care services. Topics include the history of health care in the United States, the evolution of marketing in health care, marketing strategy and implementation in health care, and the future of health care marketing. Students will apply marketing concepts and theory to practical situations.

Courses in Business Administration [B AD]

6100 (610) International Research. One to six credits. Prerequisite: Approval of graduate faculty, department chair, and director of graduate business studies. Independent research in international business. A comprehensive report required. Report should be completed eight weeks after the beginning of the semester for those students planning an internship.

6980 (698) Business Policy. Three credits. Advanced problem analysis requiring the synthesis of theory and practice gained from both the functional and managerial areas of study with emphasis on formulation, integration, and implementation of policies and strategies of the firm. This is a capstone course and must be taken after all core requirements or by consent of the director of the M.B.A. program in the last semester prior to graduation.