

# Department of Management and Marketing

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**Jill Austin, Chair**  
**Business and Aerospace Building N121D**

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The mission of the Department of Management and Marketing is to offer students learning experiences that are based on excellence in teaching. The department provides the educational foundation for both students' success in management, marketing, and business administration careers and for their further study in these fields. Learning opportunities are provided through a variety of teaching methods, using technology where appropriate to enhance students' learning. To further support teaching, the department encourages faculty to achieve excellence in research and scholarly activities. The department is also committed to serving students through advising and through developing relationships in the business community.

Students may choose from four majors: Management, Marketing, Business Administration, and Entrepreneurship. These programs of study offered within this department lead to a Bachelor of Business Administration degree. The majors provide the skills necessary for a wide range of business careers in management, marketing, and general administration and also provide the basic undergraduate preparation necessary for admission to and satisfactory performance in graduate study in business.

The major in Management offers preparation for specialized careers in human resources management, production/operations management, and general administrative careers in business, government, industry, and non-profit organizations. Management electives are listed in the introductory paragraph of the Major in Management section. Typical career titles in human resources management include training/development manager, human resources recruiter, employee relations specialist, industrial/labor relations specialist, employee selection manager, employee benefits administrator, and compensation specialist. Typical career titles in production/operations management include production scheduler, quality control analyst, capacity planning analyst, operations

systems analyst, inventory control specialist, materials manager, logistics manager, and quality assurance manager.

The major in Marketing prepares students for assuming all marketing responsibilities in the small organization and specialized marketing activities in the larger organization. Typical career titles in marketing include the following: retail manager, retail buyer, sales/marketing representative, sales manager, market research analyst, promotions strategist, logistics coordinator, and advertising account manager. The major in Marketing offers preparation for specialized careers in sales, retailing, promotion, and business-to-business marketing. Students interested in these areas are encouraged to choose their marketing electives from the list provided in the major program requirements section.

The major in Business Administration offers preparation for general business careers for students who do not wish to choose a specific area of study in business.

The major in Entrepreneurship offers students preparation for successful venture creation and implementation and provides opportunities for them to acquire the necessary operational knowledge to start a new enterprise and to study business communication, marketing, finance, management, economics, accounting, and information systems from an entrepreneurial perspective. The curriculum is flexible—students may tailor the program to fit specific needs while acquiring the business background necessary for pursuing entrepreneurial goals. Successful business professionals contribute to the program and an advisory board of recognized entrepreneurial leaders will mentor students. Specialized courses, an internship, and interaction with acknowledged business leaders will provide the impetus to start and operate a successful business.

Minor programs of study within the department include Management, Marketing, Business Administration, and Entrepreneurship. A course may not be used to satisfy both major and minor requirements.

**In all curricular listings, (Area \_\_ ) refers to the General Studies requirements as outlined on pages 59-61.**

## Major in Business Administration

A major in Business Administration consists of 24 semester hours selected from the following:

- I. Financial Analysis (6 hours)**  
 ACTG 3020, 3110, or 3310 (3)  
 FIN 3810 or 4110 (3)
- II. Management (6 hours)**  
 MGMT 3630, 3810, or 4680 (3)  
 MGMT 3640, 3710, 3730, 3750, 3770, 4610, or 4700 (3)

**III. Marketing (6 hours)**

Any 6 hours of Marketing electives except 3970/3980, 4990, or 4950

**IV. Business Environment (6 hours)**

BLAW 3430, 3450, 3460, 3480, 4490, or 4500 (3)  
MGMT OR MKT 4710 or ECON 4440 (3)

**Required Program\*****FRESHMAN**

ENGL 1010, 1020 (Area I-A)	6
UNIV 1010	3
Science (Area IV-A)	8
MATH 1610 (Area IV-B)	3
MATH 2020 or 1810 (Area IV-B)	3
Gen. Studies (Areas I-B, II-B)	6
Non-business elective	3
PHED (Area V)	2
<b>34</b>	

**SOPHOMORE**

ENGL 2030, 2--- (Area II-A)	6
History (Area III-A)	6
ACTG 2110, 2120	6
ECON 2410 (Area III-B), 2420	6
Q M 2610	3
PHED (Area V)	2
Non-business elective	3
<b>32</b>	

**JUNIOR**

INFS 3100	3
MGMT 3610, 3620	6
Q M 3620	3
MKT 3820	3
BMOM 3510	3
BLAW 3400	3
FIN 3010	3
MGMT 3890 or 4820 or MKT 3930	3
Major elective	3
ECON 3210	3
<b>33</b>	

**SENIOR**

Major electives	21
ECON 4570	3
Economics or Finance elective	3
Elective	3
B AD 4980	3
<b>33</b>	

\*The program includes a combined Economics/Finance minor.

**Minor in Business Administration**

A minor in Business Administration consists of INFS 2200 or 3100, ACTG 3000 (or 2110 and 2120), FIN 3000 or 3010, BLAW 3400 or 3430, MGMT 3610, and MKT 3820. A 2.00 GPA is required.

**Major in Entrepreneurship**

A major in Entrepreneurship consists of 30 hours, 12 of which must be in residence at MTSU, and includes a Business Administration minor. Course requirements for the major are listed on page 166.

**Minor in Entrepreneurship**

A minor in Entrepreneurship consists of the following 21 hours: BMOM 1400, 2900; ACTG 3000 (or 2110 and 2120); FIN 3000 or 3010; MGMT 3610, 4920; and MKT 3820.

**Major in Management**

A major in Management consists of 24 hours of management courses. All Management majors must take a minimum of 12 hours of management courses in residence at Middle Tennessee State University. Students interested in careers in human resources management are encouraged to choose

their management electives from the following list: MGMT 4490, 4500, 4510, 4620, 4640, 4650, 4660, 4690, 4830, 4950, 4990. Students interested in careers in production/operations management are encouraged to choose their management electives from the following list: MGMT 3710, 3730, 3750, 3770, 4610, 4700, 4950, 4990.

**Required Program\*****FRESHMAN**

ENGL 1010, 1020 (Area I-A)	6
UNIV 1010	3
Science (Area IV-A)	8
MATH 1610 (Area IV-B)	3
MATH 2020 or 1810 (Area IV-B)	3
Gen. Studies (Areas I-B, II-B)	6
Non-business elective	3
PHED (Area V)	2
<b>34</b>	

**SOPHOMORE**

ENGL 2030, 2--- (Area II-A)	6
History (Area III-A)	6
ACTG 2110, 2120	6
ECON 2410 (Area III-B), 2420	6
Q M 2610	3
PHED (Area V)	2
Non-business elective	3
<b>32</b>	

**JUNIOR**

INFS 3100	3
MGMT 3610, 3620, 3810	9
MKT 3820	3
ACTG 3020 or 3310	3
Q M 3620	3
BLAW 3400	3
BMOM 3510	3
Management electives	6
<b>33</b>	

**SENIOR**

ECON 3210 or BMOM 4510	3
MGMT 3640, 4710	6
FIN 3010, 4110	6
Elective	3
Management electives	9
Non-business elective	3
B AD 4980	3
<b>33</b>	

\*The program includes a Business Administration minor.

**Minor in Management**

A minor in Management consists of ACTG 3000 (or 2110 and 2120), MGMT 3610 and 3010 or 3620, and 9 hours of coursework in management approved by the department coordinator. Transfer students minoring in Management are required to complete a minimum of 6 hours of coursework in management at Middle Tennessee State University. A 2.00 GPA is required. It should be noted that Q M 2610 is a prerequisite for MGMT 3620.

**Major in Marketing**

A major in Marketing consists of 27 hours of marketing courses. All Marketing majors must take a minimum of 12 hours of marketing courses in residence at Middle Tennessee State University. Students interested in careers in sales are encouraged to choose their marketing electives from the following list: MKT 3840, 4800, 4850, 3850, 3950, 4950. Students interested in careers in retailing are encouraged to choose their marketing electives from the following list: MKT 3830, 3880, 3900, 3920, 3960, 4860, 4950. Students interested in careers in promotion are encouraged to choose their marketing electives from the following list: MKT 3840, 3850, 3900, 3920, 4170, 4950. Students interested in careers in business-to-business marketing are encouraged to choose their marketing electives from the following list: MKT 3840, 3860, 3870, 3950, 3960, 4810, and 4950.

**Required Program\*****FRESHMAN**

ENGL 1010, 1020 (Area I-A)	6
UNIV 1010	3
Science (Area IV-A)	8
MATH 1610 (Area IV-B)	3
MATH 2020 or 1810 (Area IV-B)	3
Gen. Studies (Areas I-B, II-B)	6
Non-business elective	3
PHED (Area V)	2
<b>34</b>	

**SOPHOMORE**

ENGL 2030, 2--- (Area II-A)	6
History (Area III-A)	6
ACTG 2110, 2120	6
ECON 2410 (Area III-B), 2420	6
Q M 2610	3
PHED (Area V)	2
Non-business elective	3
<b>32</b>	

**JUNIOR**

INFS 3100	3
BLAW 3400	3
MKT 3820, 3910	6
MGMT 3610, 3620	6
ACTG 3020 or 3130 or INFS 2200	3
BMOM 3510	3
Q M 3620	3
FIN 3010	3
Marketing elective	3
<b>33</b>	

**SENIOR**

ECON 3210 or BMOM 4510	3
MKT 3930, 4710, 4890	9
Marketing electives	12
Non-business elective	3
Elective	3
B AD 4980	3
<b>33</b>	

\*The program includes a Business Administration minor.

**Minor in Marketing**

A minor in Marketing consists of MKT 3820, ACTG 2110 or 3000, BLAW 3400 or 3450, and 12 hours of marketing electives. A 2.00 GPA is required. Transfer students minoring in Marketing must complete a minimum of 9 of the 15 hours of course work in marketing at Middle Tennessee State University.

**Course in Business Administration [B AD]**

**4980 (498) Business Policy.** Three credits. Prerequisites: Must be taken after completion of the business requirements (see introductory section of the Jennings A. Jones College of Business) and in the semester in which the student graduates. Development of top management perspective with emphasis on policy and strategy formulation and evaluation through the demonstration of competence in handling multifunctional business problems. Transfer credit not allowed; must be taken in residence.

**Courses in Management [MGMT]****General Management [MGMT]**

**3610 (361) Principles of Management.** Three credits. Prerequisite: Junior standing. Concepts of the management functions of planning, organizing, and controlling with an emphasis on behavioral science concepts as applied to managing people in organizations.

**3630 (363) Organization Theory.** Three credits. Prerequisite: MGMT 3610. The organization as a system. Emphasis on the external environment, performance measurement, structure (including contingency theory of organization design), bureaucracy, and the impact of behavioral aspects on organization theory.

**3650 (365) New Venture Feasibility Analysis.** Three credits. Prerequisites: BMOM 2900 or MGMT 3610; junior standing. An ex-

amination of the process of new venture formation. Topics include recognizing and testing opportunity, developing the business concept, analyzing risks, and financing the new venture.

**3890 (389) Managerial Decision Making.** Three credits. Prerequisite: MGMT 3610. Investigates the decision-making processes of business professionals to gain an understanding of how decisions are made. Emphasis on creative problem solving, critical thinking, problem formulation, and decision analysis.

**3940 (394) Business Ethics.** Three credits. Prerequisite: Junior standing. The impact of individual values and ethics on business operations, including management of the organization and marketing of goods and services. Topics include legal and ethical aspects of dealing with the environment, consumers, employees, and the general community.

**3970, 3980 (397, 398) Cooperative Education.** One to three credits. Prerequisite: Junior standing. Provides students with the opportunities for full-time on-the-job training in conjunction with on-campus academic experiences. Students will participate in professional growth seminars. Requirements of the department and MTSU Cooperative Education Office must be completed to receive credit. These courses (1) may not be used to satisfy the major or the minor requirements and (2) may not be taken concurrently with B AD 4980.

**4680 (468) Organization Behavior.** Three credits. Prerequisite: MGMT 3610. Human behavior in organizations. Emphasis on motivation, leadership, communication, group processes, and methods for managing change. Understanding human behavior allows student to learn better employee utilization strategies resulting in a more effective and efficient organization.

**4710 (471) International Business.** Three credits. (Same as MKT 4710.) Prerequisites: MGMT 3610 and MKT 3820. International organizational structures and managerial processes. Cultural, political, economic, and legal environments of global marketing. World market patterns and international trade theory.

**4730 (473) Global Comparative Management.** Three credits. Prerequisite: MGMT 3610. Cross-cultural dimensions of management theories and the applicability of these theories in a multicultural and multinational environment. Topics include cross-cultural communications, motivation, leadership, and decision making. The role of MNCs in economic development and their relationship with host countries also examined.

**4820 (482) Management Research.** Three credits. Prerequisites: Q M 2610 and MGMT 3610. Scientific concepts, methodology, and procedures in designing and conducting research for management decision making.

**4920 (492) Small Business Management.** Three credits. Prerequisite: MGMT 3610. Analysis of problems and considerations involved in planning, organizing, and operating small businesses and entrepreneurial ventures. Emphasis on environmental issues, growth strategies, process management activities, and human resource management.

**4950 (495) Management Internship.** Three credits. Prerequisites: Management major with senior standing and an overall grade point average of at least 2.50. Student is affiliated with an organization on a part-time basis to develop knowledge and experience in the practical application of management theory to actual business problems in a non-classroom situation. Can be applied toward the student's degree requirements only upon approval of the Management and Marketing Department chair.

**4990 (499) Independent Study.** One to three credits. Prerequisites: Senior standing and 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 Management [MGMT]

**3810 (381) Human Resources Management.** Three credits. Prerequisite: Junior standing. The organization, functions, and administration of a human resources management department, including selection, training, placement promotion, appraisal, pay incentives, and laws affecting the human resource function.

**4490 (449) Industrial Relations Legislation.** Three credits. (Same as BLAW 4490 and ECON 4490.) Prerequisite: Junior standing. Economic background and effects of government regulation of labor relations; emphasis on a detailed examination of the National Labor Relations Act as amended or expanded by the Labor Management Relations Act, the Labor Management Reporting and Disclosures Act, and Title 7 of the Civil Rights Act.

**4500 (450) Employment Discrimination Law.** Three credits. (Same as BLAW 4500.) Prerequisite: BLAW 3400. A detailed examination of the legal rights and responsibilities of employers and employees with respect to fair employment practices; emphasis on significant statutes, administrative regulations, and judicial decisions forming the body of anti-discrimination law.

**4510 (451) Unions and Collective Bargaining.** Three credits. (Same as ECON 4510.) Prerequisite: Junior standing. The decision-making processes in the industrial relations system and their impact upon the American economy. Particular emphasis on collective bargaining, contract administration, and impasse procedures both in the public and private sectors.

**4620 (462) International Human Resource Management.** Three credits. Prerequisite: MGMT 3810. International human resource functions including compensation, labor relations, training, selection, and performance appraisal; impact of culture on IHRM activities.

**4640 (464) Human Resources Planning and Staffing.** Three credits. Prerequisites: MGMT 3610 and 3810. Basic concepts, principles, and practices involved in the acquisition of human resources: identifying employment needs, forecasting human resource requirements, recruiting employees internally and externally, and selecting qualified candidates and matching them with appropriate jobs.

**4650 (465) Human Resource Development.** Three credits. Prerequisites: MGMT 3610 and 3810. The role of human resource development in organizations including needs analysis; design, development, and implementation of programs in training and development; career development; management development; and executive development.

**4660 (466) Compensation Systems.** Three credits. Prerequisites: MGMT 3610 and 3810. Formal organization compensation systems. Emphasis on the design, implementation, and administration of compensation systems utilizing wage theory, applicable analytical tools, research results from the behavioral sciences, and evaluations of actual practices currently utilized in the private and public sectors.

**4690 (469) Problems in Human Resources Management.** Three credits. Prerequisites: MGMT 3610 and 3810. Contemporary problems and issues in personnel and industrial relations in industry, using research findings as a basis for more constructive action in government-labor-industry relations.

**4830 (483) Performance Appraisal.** Three credits. Prerequisites: MGMT 3610 and 3810. Theoretical and practical issues related to HRM performance appraisal in organizations. Emphasis on job analysis, measurement of performance, judgmental measures of performance, rating biases, cognitive components in rating, feedback process, performance appraisal training, perceived fairness and accuracy, and legal issues.

### Operations Management [MGMT]

**3010 (301) Management of Operations.** Three credits. Prerequisites: MATH 1730 or 1710; junior standing. Will not substitute for MGMT 3620. Fundamental concepts and decisions involved with planning, operating, and controlling operations function in a firm. (Not open to business majors.)

**3620 (362) Production and Operations Systems.** Three credits. Prerequisites: Q M 2610; junior standing. Management of production systems with emphasis on the process, system inputs, transformations, system outputs, and techniques for decision making.

**3640 (364) Introduction to Management Science.** Three credits. Prerequisites: Q M 2610; junior standing. Introduction to optimization techniques used in business decision making, including mathematical programming, queuing theory, critical path methods, sequencing and balancing methodologies, inventory models, and simulation.

**3710 (371) Management of Quality.** Three credits. Corequisite: MGMT 3620. Introduction to design, operation, and control of quality systems; implementation approaches including behavioral and technical issues; strategic importance; quality improvement tools and their use; supplier certification; awards and recognition.

**3730 (373) Management of Technology.** Three credits. Corequisite: MGMT 3620. Examination of the management of the process of forecasting, acquiring, and integrating emerging technologies into the firm's products/services and processes. Particular emphasis given to information and communications technologies. Course structure may vary.

**3750 (375) Materials Management Systems.** Three credits. Prerequisite: MGMT 3620. Design, operations, and control of materials management systems; implementation approaches including behavioral and technical issues; strategic role in independent and dependent demand environments; software systems; customer-supplier relationships.

**3770 (377) Operations Simulation.** Three credits. Corequisite: MGMT 3620. Introduction to the development of computer simulation as a decision-making tool. Investigation of computer simulation methodology and its application in the analysis of business systems such as service waiting lines and inventory systems. A graphical or menu driven network modeling system for the personal computer will be the primary simulation method emphasized.

**4610 (461) Advanced Operations Management.** Three credits. Prerequisites: MGMT 3620 and 6 hours production/operations management electives (MGMT 3710, 3730, 3750, 3770, 4700). Application of techniques used to design, operate, and control complex operations systems. Emphasis on system description, analysis, and implementation issues. Course structure varies.

**4700 (470 A-Z) Problems in Operations Management.** Three credits. Prerequisite: MGMT 3620. Current issues in managing operations such as operations strategy, productivity, quality, capacity

management, facilities location, materials management systems, service operations, and operations planning and control systems. Topics covered and course structure vary.

## Courses in Marketing [MKT]

- 3820 (382) Principles of Marketing.** Three credits. Prerequisite: Junior standing. Survey of the functions, processes, and institutions involved in the distribution of consumer and industrial goods and services. Decision making in marketing management introduced.
- 3830 (383) Retailing.** Three credits. Prerequisite: MKT 3820. Development and present status of the retailing structure with special consideration given to the fundamentals of store organization, operation, current distribution problems, research techniques, and possible innovations.
- 3840 (384) Personal Selling.** Three credits. Prerequisite: MKT 3820. Principles, problems, and role of personal selling in the business environment. Buying motives, persuasion techniques, and steps of selling process are considered as they relate to different types of sales activities and products.
- 3850 (385) Promotion.** Three credits. Prerequisite: MKT 3820. Psychological, sociological, legal, and marketing environments of promotion; the promotion mix consisting of advertising, publicity, personal selling, and sales promotion; and the development of promotion objectives, strategies, and plans.
- 3855 Product Management.** Three credits. Prerequisites: MKT 3820; Q M 2610; ACTG 2110, 2120. Issues pertaining to marketing of products. Examines topics of interest to product managers including product life cycle, sales forecasting, new products, product positioning, and brand management.
- 3860 (386) Purchasing.** Three credits. Prerequisite: MKT 3820 or approval of instructor. Purchasing management of materials and equipment in industry and government. Includes the optimum of quality, price, source, quantity, and time.
- 3870 (387) Principles of Transportation.** Three credits. Prerequisite: MKT 3820. Transportation development in the United States and internationally. A historical, economic, and regulatory perspective.
- 3880 (388) Credit and Price Management.** Three credits. Prerequisite: MKT 3820. Credit and pricing policies, procedures, organization; analysis of credit and pricing information as related to marketing activities; determination of credit limits and price levels; statement analysis; cost and collection procedures.
- 3900 (390) Direct Marketing and Electronic Commerce.** Three credits. Prerequisite: MKT 3820. Direct marketing and its strategic use in the development of an integrated marketing communications plan. Topics include traditional direct marketing techniques such as direct mail, broadcast and print media, and telemarketing; web-based marketing; and technology's impact on direct marketing communications techniques.
- 3910 (391) Consumer Behavior.** Three credits. Prerequisite: MKT 3820. Buyer behavior as an influence in marketing decisions; special attention given to the processes of motivation, perception, attitude, learning, and interaction.
- 3920 (392) Entertainment Marketing.** Three credits. Prerequisite: MKT 3850. Discussion of interrelated marketing issues dealing with the entertainment industry. Develops and relates the marketing mix for industry issues with regards to personality management, merchandising tie-ins, sports marketing/issues, and film/television distribution.
- 3930 (393) Marketing Research.** Three credits. Prerequisites: MKT 3820 and Q M 3620. Modern research methods and their application in gathering information for marketing decisions. Special emphasis given to the implementation of marketing surveys and experiments.
- 3950 (395) Business-to-Business Marketing.** Three credits. Prerequisite: MKT 3820. Survey of managerial decisions involved in the business-to-business marketing of goods and services.
- 3960 (396) Marketing Channels Management.** Three credits. Prerequisite: MKT 3820. Interrelationships and interdependencies among the various institutions and agencies composing marketing channels. Emphasis on analysis of alternative strategies of different channel members for optimum efficiency within a given distribution system.
- 3970, 3980 (397, 398) Cooperative Education.** One to three credits. Prerequisite: Junior standing. Provides students with opportunities for full-time on-the-job training in conjunction with on-campus academic experiences. Students participate in professional growth seminars. Departmental and MTSU Cooperative Education Office requirements must be completed to receive credit. Courses (1) may not be used to satisfy the major or minor requirements and (2) may not be taken concurrently with B AD 4980.
- 4170 (417) Applied Promotional Strategy.** Three credits. Prerequisite: MKT 3850. Integrative nature of the elements of the promotional mix in the successful communication with the consumer of a firm's products and services.
- 4710 (471) International Business.** Three credits. (Same as MGMT 4710.) Prerequisites: MGMT 3610 and MKT 3820. International organizational structures and managerial processes. Cultural, political, economic, and legal environments of global marketing. World market patterns and international trade theory.
- 4800 (480) Sales Management.** Three credits. Prerequisites: MKT 3820 and 3840. Management functions as applied to field sales force. Includes sales organization structures, selection and training of sales personnel, sales compensation, supervision and stimulation of the sales force, and evaluation of sales performance.
- 4810 (481) Physical Distribution Analysis.** Three credits. Prerequisite: MKT 3820. Distribution logistics as related to time-service concepts, profit control centers, and technological gains. Organization structure, communication problems, and alternative inventory management, warehousing, and transportation.
- 4850 (485) Advanced Selling.** Three credits. Prerequisites: MKT 3820 and 3840. The sales function as it relates to business-to-business selling and strategic relationship development. Topics include relational selling, account management, negotiation, team selling, handling conflict and ethical dilemmas, and selling to buying committees. Learning through interactive lecture, role plays, and sales force automation software.
- 4860 (486) Problems in Retail Management.** Three credits. Prerequisite: MKT 3830. Factors governing a successful retail operation including current problems, case studies, and simulation in merchandising, budgeting, and control.

**4870 (487) Services Marketing.** Three credits. Prerequisite: MKT 3820. The role and scope of marketing in service entities, including impact, issues, and domestic and global trends.

**4880 (488) Applied Marketing Research.** Three credits. Prerequisite: MKT 3930. Applies marketing research concepts and tools learned in the introductory marketing research class to “real-life” marketing problems. Emphasis on planning and implementing research activities, as well as oral and written presentation of results and conclusions based on marketing research.

**4890 (489) Marketing Management.** Three credits. Prerequisites: MKT 3820, 3910, and 6 additional semester hours of marketing courses. Marketing strategy, marketing policies, production planning, pricing, promotion, and service from the marketing manager’s point of view. Case analysis and marketing simulation are emphasized. (Must be taken in the semester in which the student will graduate.)

**4950 (495) Marketing Internship.** One to three credits. Prerequisites: Marketing major with senior standing and an overall grade point average of 2.50. Student is affiliated with an organization on a part-time basis to develop knowledge and experience in the practical application of marketing principles to actual business problems in a non-classroom situation. Can be applied toward the student’s degree requirements only upon approval of the department chair.

**4990 (499) Independent Study.** One to three credits. Prerequisites: Senior standing and approval of department chair. Individual research and analysis of contemporary problems and issues in a concentrated area under the guidance of an approved faculty member.

### Graduate Study

Requirements for the Master of Business Administration degree and a list of the courses offered for graduate credit are published in the Graduate Catalog.

