

# Department of Management and Marketing

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**Jill Austin, Chair**  
**Business and Aerospace Building N121**

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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 members 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 lead to a Bachelor of Business Administration degree. The majors offer 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 manag-

er, 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.

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.

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories as outlined on pages 64–67.**

## Major in Business Administration

A major in Business Administration consists of 24 semester hours (50 percent taken at MTSU) selected from the following:

- I. Financial Analysis (3 hours)**  
ACTG 3020, 3110, or 3310 (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 upperdivision Marketing electives except 3970/3980, 4990, OR 4950

**IV. Business Environment (9 hours)**

BLAW 3430, 3450, 3460, 4490, or 4500 (3)  
 MGMT OR MKT 4710 or ECON 4440 (3)  
 MKT 3930 OR MGMT 3890 (3)

**Recommended Program****Business Administration—B.B.A. Degree**

<b>FRESHMAN</b>		<b>SOPHOMORE</b>	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
ECON 2410 (Soc/Beh Sci)	3	HIST 2010, 2020, or 2030	6
ECON 2420	3	Social/Behavioral Sciences	3
Nonbusiness elective	4	ACTG 2110, 2120	6
	<b>30</b>	QM 2610	3
		Nonbusiness elective	3
			<b>30</b>
<b>JUNIOR</b>		<b>SENIOR</b>	
QM 3620	3	MGMT 3640, 3710, 3730,	
INFS 3100	3	3750, 3770, 4610, or	
MGMT 3610, 3620	6	4700	3
MKT 3820	3	MGMT 3630, 3810, or 4680	3
BCEN 3510	3	MKT 3930 or MGMT 3890	3
FIN 3010	3	BLAW 3430, 3460, 4450,	
BLAW 3400	3	4490, or 4500	3
ECON 3210	3	FIN 3810 or 4110	3
ACTG 3020, 3110, or 3310	3	MGMT/MKT 4710 or	
	<b>30</b>	ECON 4440	3
		ECON 4570	3
		MKT upper-division electives	6
		BUAD 4980	3
			<b>30</b>

*NOTE: This 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, 50 percent of which must be in residence at MTSU, and includes a Business Administration minor. Course requirements for the major are listed on page 181.

**Minor in Entrepreneurship**

A minor in Entrepreneurship consists of the following 18 hours: BCEN 1400, 2900; ACTG 3000 or FIN 3000; MGMT 3610, 4920; and MKT 3820. A 2.00 GPA is required.

**Major in Management**

A major in Management consists of 27 hours of management courses. All Management majors must have 50 percent of the required 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.

**Recommended Program****Management—B.B.A. Degree**

<b>FRESHMAN</b>		<b>SOPHOMORE</b>	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
ECON 2410 (Soc/Beh Sci)	3	HIST 2010, 2020, or 2030	6
ECON 2420	3	Social/Behavioral Sciences	3
Nonbusiness elective	3	ACTG 2110, 2120	6
MGMT 1500 or		Nonbusiness elective	3
nonbusiness elective	1	QM 2610	3
	<b>30</b>		<b>30</b>
<b>JUNIOR</b>		<b>SENIOR</b>	
QM 3620	3	BCEN 3510	3
INFS 3100	3	MGMT 3640, 4710	6
MGMT 3610, 3620, 3810	9	MGMT upper-division	
MKT 3820	3	electives	12
ECON 3210	3	ACTG 3020 or FIN 4110	3
BLAW 3400	3	MGMT 4680	3
FIN 3010	3	BUAD 4980	3
MGMT 3940	3		<b>30</b>
	<b>30</b>		

*NOTE: This program includes a minor in Business Administration.*

**Minor in Management**

A minor in Management consists of MGMT 3610 and 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 QM 2610 is a prerequisite for MGMT 3620. Electives must be upper-division courses.

**Major in Marketing**

A major in Marketing consists of 27 hours of marketing courses. All Marketing majors must have 50 percent of the required 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, 3855, 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, 3855, 3865, 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.

**Recommended Program  
Marketing–B.B.A. Degree****FRESHMAN**

ENGL 1010, 1020 (Comm)	6	<b>SOPHOMORE</b>	
MATH 1630 or 1810 (Math)	3	ENGL 2020 or 2030 or	
COMM 2200 (Comm)	3	HUM 2610 (Hum/FA)	3
Natural Sciences (2 prefixes)	8	Humanities and/or	
ECON 2410 (Soc/Beh Sci)	3	Fine Arts (2 prefixes)	6
ECON 2420	3	HIST 2010, 2020, or 2030	6
Nonbusiness elective	4	Social/Behavioral Sciences	3
		ACTG 2110, 2120	6
		Elective	3
		QM 2610	3
	<b>30</b>		<b>30</b>

**JUNIOR**

QM 3620	3	<b>SENIOR</b>	
INFS 3100	3	ECON 3210	3
MGMT 3610, 3620	6	MKT 3930, 4710, 4890	9
BLAW 3400	3	MKT upper-division	
BCEN 3510	3	electives	12
FIN 3010	3	BUAD 4000	3
MKT 3820, 3910	6	BUAD 4980	3
MKT upper-division			<b>30</b>
elective	3		
	<b>30</b>		

NOTE: This program includes a minor in Business Administration.

**Minor in Marketing**

A minor in Marketing consists of MKT 3820 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 coursework in marketing at Middle Tennessee State University. Electives must be upper-division courses.

**Courses in Business Administration [BUAD]**

**4000 Senior Seminar.** Three credits. Prerequisites: Senior standing; open to Management, Marketing, or Business Administration majors. (Cannot be substituted for MGMT, MKT, or BUAD courses in these majors or minors.) Designed to facilitate the transition from college to career and enhance the student's personal marketing skills in the job search. Two segments focus on management and marketing skills for the professional environment.

**4980 Business Policy.** Three credits. Prerequisites: Must be taken after completion of the business requirements (see items 3 and 7, 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]**

**1500 First-Year Seminar.** One credit. Only for students with fewer than 30 hours or first-semester transfer students. Designed as an elective for first-year declared management majors and others interested in the management major. Introduces course requirements for a major in management, options for management electives, diverse subfields, and career options.

**3610 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 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 New Venture Creation.** Three credits. Prerequisites: BCEN 2900 or MGMT 3610; junior standing. An examination 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 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 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 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.

**4200 Leadership in Organization.** Three credits. Prerequisites: Junior standing; MGMT 3610 or permission of department. Importance of leadership in organizations. Examines major theories and concepts relative to leadership in formal organizations. Emphasis on practical application of leadership knowledge in the leadership role.

**4680 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 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 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 Management Research.** Three credits. Prerequisites: QM 2610 and MGMT 3610. Scientific concepts, methodology, and procedures in designing and conducting research for management decision making.
- 4840 Study Abroad.** Three credits. (Same as MKT 4840.) Prerequisite: Junior/senior standing. A short-term international business education experience designed to expose the student to the economic, political, cultural, and social environments of a foreign country(ies). Emphasis on the international state/status of the subject matter pertinent to management and marketing.
- 4920 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 Management Internship.** Three credits. Prerequisites: Management or entrepreneurship 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. This course can only be taken one time, and those taking it may not take MGMT 4990.
- 4990 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. This course can only be taken one time, and those taking it may not take MGMT 4950.

### Human Resources Management [MGMT]

- 3810 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 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 Employment Discrimination Law.** Three credits. (Same as BLAW 4500.) Prerequisite: Junior standing. 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 antidiscrimination law.
- 4510 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 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 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 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 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 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 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 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 Operations Management.** Three credits. Prerequisites: QM 2610; junior standing. Management of production systems with emphasis on the process, system inputs, transformations, system outputs, and techniques for decision making.
- 3640 Introduction to Management Science.** Three credits. Prerequisites: QM 2610; junior standing. Introduction to optimization techniques used in business decision making, including mathematical programming, linear and integer modeling, network modeling and queuing theory. **NOTE:** Should take with or have completed MGMT 3620.
- 3710 Management of Quality.** Three credits. 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. **NOTE:** Should take with or have completed MGMT 3620.
- 3730 Management of Technology.** Three credits. 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. **NOTE:** Should take with or have completed MGMT 3620.

- 3750 Supply Chain Management.** 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. **NOTE:** *Should take with or have completed MGMT 3620.*
- 3770 Operations Simulation.** Three credits. Introduction to the development of computer simulation as a decision-making tool. Investigation of simulation methodology and its application in business settings. Personal computers will be used. **NOTE:** *Should take with or have completed MGMT 3620.*
- 4550 Service Operations Management.** Three credits. Prerequisite: MGMT 3620. Management of service operations systems with emphasis on process, system inputs, transformation, systems outputs, information/feedback systems, and techniques for decision making. Includes a global perspective of services and development of an understanding of the trend toward a service economy in the U.S.
- 4610 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 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 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 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 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 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; QM 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 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.
- 3865 Sports Marketing.** Three credits. Prerequisites: MKT 3820 and 3850. Survey of issues pertaining to the marketing of sports products and entities. Focuses on the application of strategic marketing planning to the sports industry.
- 3870 Principles of Transportation.** Three credits. Prerequisite: MKT 3820. Transportation development in the United States and internationally. A historical, economic, and regulatory perspective.
- 3880 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 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 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 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 regard to personality management, merchandising tie-ins, sports marketing/issues, and film/television distribution.
- 3930 Marketing Research.** Three credits. Prerequisites: MKT 3820 and QM 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 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 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 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 BUAD 4980.

- 4170 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 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 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 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.
- 4840 Study Abroad.** Three credits. (Same as MGMT 4840.) Prerequisite: Junior/senior standing. A short-term international business education experience designed to expose the student to the economic, political, cultural, and social environments of a foreign country(ies). Emphasis on the international state/status of the subject matter pertinent to management and marketing.
- 4850 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-playing, and sales force automation software.
- 4860 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 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 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 Marketing Management.** Three credits. Prerequisites: Senior standing; Marketing major; MKT 3910, 3930, 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 emphasized.
- 4950 Marketing Internship.** One to three credits. Prerequisites: Marketing or Entrepreneurship 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. This course can only be taken one time.
- 4990 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. This course can only be taken one time.

### 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.

