

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 associate dean for Graduate and Executive Education serves as advisor for the Master of Business Administration (page 74).

Courses in Management [MGMT]

General Management [MGMT]

- 5840 Study Abroad.** Three credits. Prerequisites: Graduate standing and completion of core courses in respective field as determined by graduate business studies. 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), with specific emphasis directed toward the international state/status of the subject matter pertinent to the discipline.
- 6000 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 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 Seminar in Organization Development.** Three credits. Prerequisite: MGMT 3610 or 6000. Approaches for effecting change in organizations. Emphasis on the individual and personal development of the student to be more effective in managing change and innovation.
- 6670 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 these roles in specialized organizations and across variations in national and international operative environments.
- 6690 Current Issues in Management.** Three credits. Prerequisite: MGMT 6600 or permission of department. Seminar course investigating current issues in management, using recent events

and emerging theoretical developments to examine relevant complexities facing practitioners.

- 6740 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 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 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 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 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]

- 6510 Current Problems in Human Resource Management and Industrial Relations.** Three credits. Prerequisite: MGMT 3610 or 6000. Investigation of current problems. Emphasis on current theory, problems, and practices in the public and private sector. Consideration of legal and political environment stressed as related to management policy formulation.
- 6680 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 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 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.

- 6730 International Supply Chain Management.** Three credits. Prerequisite: MGMT 3620 or 6000. Principles of supply chain management and supply chain management environments. Examines integration with other companies to manage flow of resources, including materials, information, people, etc., in a global supply chain environment.
- 6760 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 online tools and techniques; vendor certification.

Courses in Marketing [MKT]

- 5840 Study Abroad.** Three credits. Prerequisites: Graduate standing and completion of core courses in respective field as determined by graduate business studies. 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), with specific emphasis directed toward the international state/status of the subject matter pertinent to the discipline.
- 6000 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 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 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 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 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 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 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 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 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.
- 6880 Sport and Entertainment Marketing.** Three credits. Prerequisite: MKT 6000 or 6800. Issues pertaining to marketing in the sport and entertainment industries. Focuses on role of sponsorship in a firm's marketing strategy.
- 6890 Problems in Marketing.** Three credits. Prerequisites: MKT 6000 or 3820 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 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 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.

Course in Business Administration [BUAD]

- 6980 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.