

Bachelor of Science in Business Administration

The School of Business offers a Bachelor of Science—Business Administration, with specializations in finance, general business, international business, management, and marketing. The specializations share a common set of courses that provide students with the knowledge and skills to:

- Analyze the environment in which an organization operates.
- Evaluate an organization's strategic choices.
- Function effectively in the workplace using knowledge of the major business disciplines.
- Apply financial theories and methods to the analysis of the organization's financial situation.
- Use quantitative tools to choose the best decision from a set of alternatives.
- Work effectively in an organization.
- Develop a commitment to lifelong improvement of analytic, communication, and leadership skills.

Specialization in Finance

Faculty: Beierlein, Mayo, Patrick

The study of finance provides the student with the ability to analyze the allocation of financial resources within a corporation, individual, or governmental setting; to appreciate the ramifications of financial decisions; to analyze sources of funding; and to allocate these sources of funds. Students studying finance go on to work in banks, financial institutions, brokerage houses, major corporations, and the government. Students are also prepared to continue their education at the graduate level.

Specialization in General Business

Faculty: Lasher, Vincelette, Zanglein

The general business specialization presents a broad overview of business. Rather than specializing in one particular area, the student takes advanced professional courses in a variety of business disciplines. This is an appropriate specialization for students choosing to be generalists as well as for those planning to enter a graduate business school or law school. The number of electives in the program and the flexibility of the degree requirements make it easy for a student to complete minors or pursue a variety of interests inside or outside the School of Business.

Specialization in International Business

Faculty: Beierlein, Leven, Neves, Quinton, Sanyal

The international business specialization is an interdisciplinary program in which the various business disciplines that relate to international trade and investment are integrated with selected courses offered outside the School of Business. It is designed to provide students with a strong background in international business and an appreciation for diversity of cultures and business environments. All students specializing in international business are encouraged to pursue one of the following opportunities:

- Study abroad for up to two semesters. Arrangements to study at a university/college in a foreign country can be made through the College's Office of Summer and Undergraduate Global Programs.
- Take a course that requires an overseas tour. The School of Business offers a four-week study tour to Europe in the summer and a two-week study tour to Central America over the winter break.
- Complete an internship in an approved organization. Internships for credit in area organizations can be arranged through the College.

Specialization in Management

Faculty: Braender, Butler, Gardner, Hofmann, Letcher, Kravitz, J. Liu, Neves, Sanyal, Vincelette, Wallace

The management specialization prepares students for careers in managing organizational resources in profit and non-profit organizations and graduate study. The task of the manager is to coordinate the activities of people and resources to accomplish organizational objectives. The manager must perform a variety of roles for the organization to achieve its goals: planner, leader, motivator, innovator, and problem-handler. Since the manager is focused on people and processes, the management program is designed to provide its students with a solid grounding in people skills, communication skills, and organizational skills. The program fosters attitudes that will help students succeed in all types of organizations: a future-oriented outlook, rational decision making, teamwork, individual responsibility, and the value of diversity. There is a student professional organization, a chapter of the Society for Human Resource Management (SHRM).

Specialization in Marketing

Faculty: McCarty, Pelham, Prensky, Quinton, Tucci

Marketing relates business strategy decisions to the environment in which companies operate. Strategy decisions consider product introduction; extensions of product line and deletions; distribution channels for products; market-oriented pricing; and promotion including personal selling and advertising. Besides major social and economic influence on strategy, the nature of market demand and competitive activity are carefully examined in terms of their influence on strategy choice. There is a student professional organization, a chapter of the American Marketing Association.

Requirements for the Specializations

Fifteen course units in the major and five correlate course units: "core": ECO 101, 102 (part of liberal learning program); MAT 125, STA 215, 220 (mathematics and one statistics courses are part of the liberal learning program); BUS 200; ACC 201, 202; FIN 201, MGT 201, MIT 201, MKT 201 (.5 course unit each); one additional breadth course in each of the areas of finance, management, managing information technology, and marketing; MGT 360 or MKT 360; MGT 499; and four courses as specified in the program planner for the specialization.

Note: Students in the international business specialization must complete FIN 340/International Finance for the breadth course in finance; MKT 340/Marketing in the International Environment for the breadth course in marketing; and MGT 310/Cross-Cultural Management or MGT 480/Managing in the International Firm for the breadth

course in management. In addition, they must meet the liberal learning foreign language requirement.

Recommended First-Year Sequence of Courses

BUS	099/School of Business Seminar	0	F
FSP	First Seminar	1	F
WRI	102/Academic Writing (if not exempted)*	1	S
MAT	125/Calc. for Bus. and Soc. Sciences	1	F
STA	215/Statistical Inference	1	S
ECO	101/Principles of Microeconomics	1	F/S
ECO	102/Principles of Macroeconomics	1	F/S
	Science or other liberal learning requirement	1	F/S
BUS	200/Legal and Regulatory Environment of Business	1	S

Notes:

- Students should consult their academic advisers for course replacements when receiving waivers, advanced placement credits, or transfer credits.
- Students specializing in international business should substitute courses necessary to meet the liberal learning foreign language requirement.

Program Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. Students are strongly discouraged from requesting changes of major after completion of 24 courses. Changes of major after 24 courses will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 24 courses, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 24 courses. The following are the standards for the specializations in business administration. Minimum grades are noted in parentheses.

Finance:

- Retention in the program is based on the following performance standards in these “critical content courses”: FIN 201/Financial Management (C) and one of the following:
 - FIN 310/Introduction to Investments and Financial Analysis (C)
 - FIN 320/Working Capital Management (C)
 - FIN 330/Capital Budgeting (C)

- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: FIN 201/Financial Management (B) and one of the following:
 - FIN 310/Introduction to Investments and Financial Analysis (B)
 - FIN 320/Working Capital Management (B)
 - FIN 330/Capital Budgeting (B)
- Graduation requires a GPA of 2.0 in courses for the program.

General Business:

- Retention in the program is based on the following performance standards in these “critical content courses”: BUS 200/Legal and Regulatory Environment of Business (C); all four of the following courses: FIN 201/Financial Management (C); MGT 201/Managing in the 21st Century (C); MIT 201/Information Systems: Concepts and Applications (C); MKT 201/Marketing Principles (C).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: ACC 201/Financial Accounting and Reporting (C); BUS 200/Legal and Regulatory Environment of Business (C); any two of the following courses: FIN 201/Financial Management (C); MGT 201/Managing in the 21st Century (C); MIT 201/Information Systems: Concepts and Applications (C); MKT 201/Marketing Principles (C).
- Graduation requires a GPA of 2.0 in courses for the program.

International Business:

- Retention in the program is based on the following performance standards in these “critical content courses”: MKT 340/Marketing in the International Environment (C+); FIN 340/International Finance (C+); ECO 340/International Economics (C+).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: ECO 102/Principles of Macroeconomics (B-); MAT 125/Calculus for Business and the Social Sciences (C) or MAT 127/Calculus (C).
- Graduation requires a GPA of 2.0 in courses for the program.

Management:

- Retention in the program is based on the following performance standards in these “critical content courses”: MGT 201/Managing in the 21st Century (C); MIT 201/Information Systems: Concepts and Applications (C); any MGT or MIT breadth course (C).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: MGT 201/Managing in the 21st Century (C); MIT 201/Information Systems: Concepts and Applications (C).
- Graduation requires a GPA of 2.0 in courses for the program.

Marketing:

- Retention in the program is based on the following performance standards in these “critical content courses”: MKT 300/Marketing Information and Analysis (C+).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: MKT 201/Marketing Principles (B-).
- Graduation requires a GPA of 2.0 in courses for the program.

Minors and Certificate Programs in Business Administration

A minor or certificate in business administration offers students in other majors and professional programs as well as business administration majors the opportunity to combine their major with a second program in a business discipline. See your major adviser for advice about how one of the business administration minors might complement your program, and then consult with a faculty member from the business administration program offering the minor or certificate for help in course selection.

Certificate in Finance

The certificate in finance is designed for students from outside of the School of Business. Four course units in finance: (1) FIN 202, (2) FIN 310, (3) FIN 320 or FIN 330, and (4) one additional course in finance.

Minor in Finance

The minor in finance is designed for students from outside of the School of Business. Five course units in finance: (1) FIN 202, (2) FIN 310, (3) FIN 320 or FIN 330, and (4) two additional courses in finance.

Certificate in International Business

Four course units: INB 260/Multinational Firms: Environment and Operations; three course units selected with the approval of an international business adviser. Options include: ECO 335/Comparative Economics; ECO 340/International Economics; FIN 340/International Finance; MKT 340/Marketing in the International Environment; MGT 310/Cross-Cultural Management, MGT 480/International Management.

Minor in International Business

Five course units: ECO 340/International Economics; FIN 340/International Finance; MKT 340/Marketing in the International Environment; MGT 310/Cross-Cultural Management or MGT 480/International Management; one elective chosen with the approval of an international business adviser.

Minor in Management

A minor in management offers students in other business specializations as well as students in other majors and professional programs the opportunity to combine their major with general preparation in management. See your major adviser for advice about how a management minor might complement your program, and then consult with a management faculty member for help in course selection. Five course units: MGT 201 (.5 course unit); MIT 201 (.5 course unit); two course units from MGT 301, MGT 320, MGT 350, MIT 310; two additional courses with an MGT or MIT prefix.

Minor in Human Resource Management

The human resource minor is available to any student at The College of New Jersey and requires the completion of five course units. Five course units: MGT 320 or PSY 363; four course units from BUS 325, ECO 325, MGT 330, MGT 420, PSY 366, PSY 374.

Minor in Marketing

See your major adviser for advice about how a marketing minor might complement your program, and then consult a marketing faculty member for help in course selection. Students in the sciences completing a marketing minor might also consider taking NUR 200/Pharmacological Interventions and a Pharmaceutical Internship as preparation for careers in the pharmaceutical industry. Five course units: MKT 201 (.5 course unit), FIN 201 or MGT 201 or MIT 201 (.5 course unit); ECO 101 or PSY 101 or SOC 101; three additional courses in marketing.

Finance

FIN 201/Fundamental Financial Methods **.5 course unit**
(every semester)

Prerequisites: ECO 101 or 102, STA 215 (or equivalent)

The basic tools and methods of financial analysis and decision making are introduced to all business majors. A general study of financial management to include time value of money, working capital management, capital budgeting, financial planning, and control. All subsequent courses in finance build upon this base, and the course serves as a prerequisite to all additional courses in the finance program.

FIN 202/Introduction to Finance for Non-Business Students **1 course unit**
(every semester)

Prerequisite: STA 215 or equivalent course in statistics

A survey course in finance for non-business majors. Topics include time value of money, valuation and returns, cost of capital, and capital budgeting. The elements of accounting and economics necessary for the comprehension of financial concepts and analysis are also covered. This course may not be taken by majors from the School of Business.

FIN 310/Introduction to Investments and Financial Analysis **1 course unit**
(every semester)

Prerequisite: FIN 201 or FIN 202

The fundamentals of investing in stocks, mutual funds, derivatives, and other marketable securities. Securities markets, mechanics of trading, techniques of analysis, diversification, and valuation of assets are included.

FIN 320/Working Capital Management **1 course unit**
(every semester)

Prerequisite: FIN 201 or FIN 202

Management of short-term assets and liabilities, financial statement analysis, planning, budgeting, and bankruptcy. Extensive use of problems and cases.

FIN 330/Capital Budgeting **1 course unit**
(every semester)

Prerequisite: FIN 201 or FIN 202

Management of long-term assets and liabilities under condition of uncertainty, cost of capital, and mergers. Extensive use of problems and cases.

FIN 340/International Finance **1 course unit**
(fall)

Prerequisite: FIN 201 or FIN 202

A global approach to financial management. Topics include: financial structure in global markets; managing exchange rate risks and hedging; international capital budgeting; and international arbitrage and parity.

FIN 350/Management of Financial Institutions **1 course unit**
(spring)

Prerequisite: FIN 201 or FIN 202

Analyzes the financial institutions industry with particular emphasis on banking. Topics include balance sheet structure, liquidity, capital adequacy, risk management, cost of funds, bond portfolio construction and valuation, derivatives, and lending.

FIN 370/Selected Topics in Finance **1 course unit**
(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

FIN 391/Independent Study in Finance **variable course units**

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

FIN 393/Independent Research in Finance **variable course units**

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

FIN 410/Portfolio Management and Derivative Securities **1 course unit**
(fall)

Prerequisite: FIN 310

Continuation of FIN 310 with emphasis on security valuation under uncertainty, efficient financial markets, options, commodity and financial futures, portfolio construction, and planning.

FIN 430/Corporate Valuation **1 course unit**
(fall)

Prerequisite: FIN 201 or FIN 202

Valuation of closely held corporations using discounted cash flow and comparative company methods. Analysis of financial statements and adjustments to balance sheets and income statements. Coverage also includes the valuation of family limited partnerships and intangible assets.

FIN 495/Senior Thesis in Finance **1 course unit**
(every semester)

Prerequisites: Senior standing, finance major, FIN 320, FIN 330, permission of instructor
Independent research under faculty supervision. Topic agreed upon by student and sponsoring
faculty member. The student will complete a formal, bound research paper.

General Business

BUS 099/School of Business Seminar **0 course unit**
(fall)

To acquaint first-year students with the rigors of academic life and to have them understand the
importance of cultural diversity. Each section, depending upon the student's area of
concentration, will explore careers in the functional areas of business.

BUS 200/Legal and Regulatory Environment of Business **1 course unit**
(every semester)

An examination of the legal environment and of the individual's rights and responsibilities in his
or her various roles in a free society. Particular emphasis will be placed on common law contracts
as they relate to the individual's relationships within the business community.

BUS 325/Employment Law **1 course unit**
(spring)

Prerequisite: BUS 200

A study of the various federal and state laws and regulations affecting employment relationships
in a rapidly changing economy. Equal opportunity, age discrimination, and disability
discrimination are points of focus.

BUS 370/Selected Topics in Business Administration **1 course unit**
(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be
announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus
not available in scheduled business courses. (Course context will vary; course may only be taken
for credit twice.)

BUS 391/Independent Study in Business Administration **variable course units**

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group directed readings or study, not otherwise
available in the curriculum, under the supervision of a faculty adviser. Student must have a
minimum grade point average of 2.5.

BUS 393/Independent Research in Business Administration **variable course units**

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group projects or studies, not otherwise available
in the curriculum, under the supervision of a faculty adviser. The experience should result in a
paper which is either published or formally presented. Student must have a minimum grade point
average of 2.5.

BUS 399/Internship in Business **variable course units**

Prerequisites: Sophomore, junior, or senior standing; permission of internship coordinator

An opportunity for students to integrate theory with field experience in business under the instruction and supervision of a business person in consultation with the internship coordinator. Graded P/U only.

International Business

INB 250/International Business Study Tour **1 course unit**

(Generally offered during winter semester break and summer session)

An experiential course on international business and culture that combines classroom instruction with travel to business and cultural sites in foreign countries. Tours are geographically focused and have included Western Europe, the Caribbean, and Central America; varies from year to year. Course requires an additional fee to cover the travel portion.

INB 260/Multinational Firms/Environment and Operations **1 course unit**

(fall)

Prerequisite: ECO 101 or 102

Examination of the global operating environment in which an international firm, specifically a multinational firm, organizes its activities to compete successfully. The operating environment includes national and international politics, cultural peculiarities of the various human societies, and financial, monetary, and trading/investment rules and regulations.

INB 370/Selected Topics in International Business **1 course unit**

(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

INB 391/Independent Study in International Business **variable course units**

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

INB 393/Independent Research in International Business **variable course units**

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

INB 498/Senior Seminar in International Business **1 course unit**

(spring)

Prerequisites: ECO 340, FIN 340, MKT 340, senior status, international business major

This capstone course for international business students focuses on analyzing the existing and future business opportunities for a particular region of the world. The course integrates materials from economics, finance, management, marketing, and politics.

Management

MGT 201/Managing in the 21st Century **.5 course unit**
(every semester)

Prerequisite: Sophomore standing or above

Provides the basic knowledge of the historical roots of management history, current trends in management, the functions and roles of a manager, leading skills, individual and team management, as well as the ethical and social responsibility of management.

MGT 301/Organizational Behavior **1 course unit**
(every semester)

Prerequisite: Sophomore standing or above

Exploration of the relationship between human behavior and organizational performance at the individual, group, and organizational process level in order to: (1) be able to predict and understand organizational events, (2) adopt more accurate theories of organizational reality, and (3) effectively influence organizational events.

MGT 310/Cross-Cultural Management **1 course unit**
(spring)

Prerequisite: Sophomore standing or above

Integrated overview of the role of culture in conducting global business and the management issues influenced by differences in national and sub-national cultures. Addresses how cultural proclivities inform employee motivation, organizational leadership, interpersonal communication, work-place conflicts and conflict resolution, and decision-making processes; how employees and managers can prepare for culture shock; and how firms can create a global mindset among their employees.

MGT 317/The Art and Science of Negotiation **1 course unit**
(occasionally)

Prerequisite: Sophomore standing or above

Negotiation is the process of creating agreements between two or more parties. It is both an art and a science. The science includes recognizing the type of situation and players involved in a negotiation, the knowledge of theories that may help to guide the parties, and the development of a strategy. The art includes the development of individual negotiation skills, the creation of new outcomes, and the knowledge of oneself throughout the negotiating process.

MGT 320/Strategic Issues in Human Resources **1 course unit**
(every semester)

Prerequisite: MGT 201 or PSY 267

An in-depth examination of how managers align an organization's human capital with its strategic direction. Through the use of readings, assignments, mini-cases, and scenarios, the course will emphasize employment law, job analysis, recruitment and selection, performance appraisal, discipline, and health and safety, all within an ethical framework.

MGT 330/Employee and Labor Relations **1 course unit**
(fall)

Prerequisite: MGT 201

Examination of how rules of the workplace affecting rank-and-file employees are established and enforced in unionized and non-unionized environments. The course adopts a managerial perspective, identifying strategies and practices that preserve the prerogatives of managers while

protecting employee rights and needs. This tension is studied in the context of a legal framework and a market economy.

MGT 350/Designing Organizations **1 course unit**
(fall)

Prerequisite: MGT 201

Examination of contemporary organizational designs and theories in order to acquire the most up-to-date view of how organizations are structured for success in a rapidly changing, competitive, global environment. Focus on the critical structural and contextual dimensions of organizational design. Students will identify and analyze the various operating environments of organizations, describe and define the organizations operating within those environments, and then diagnose and solve the organizational problems utilizing real-world cases.

MGT 360/Operations Management **1 course unit**
(every semester)

Prerequisite: MGT 201

Provides knowledge and insights on how firms design and deliver products and services to their customers, how manufacturing and service firms associate themselves with suppliers and distributors in efficient supply-chains, and how managers use optimization techniques to improve quality and increase productivity. This operations perspective is essential to understand how firms compete in the marketplace, add value for their customers, and pursue profitability.

MGT 370/Selected Topics in Management **1 course unit**
(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

MGT 391/Independent Study in Management **variable course units**

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

MGT 393/Independent Research in Management **variable course units**

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

MGT 420/Compensation Management **1 course unit**
(spring)

Prerequisite: MGT 320 or PSY 364

Deals with rewards for the supply of labor. Addresses the ways in which both tangible and intangible forms of compensation may be used to motivate and reward employee performance. Job analysis, job descriptions, and job evaluation will be used as the basis of compensable factors in designing an equitable pay structure. Discusses how to assess reward systems using criteria of

equity and cost effectiveness and to assess and diagnose compensation issues and problems and develop appropriate solutions.

MGT 499/Strategic Management **1 course unit**
(every semester)

Prerequisites: Senior standing, School of Business major, FIN 201, MGT 201, MKT 201, MIT 201

Capstone course integrates what the student has learned from the various business disciplines and applies this thinking to the firm's actions and outcomes. It illustrates how analysis, planning and implementation, and adaptation are necessary components of strategic management under conditions of rapid change and unpredictably. Technology, innovation, globalization and linkages between organizational behavior and firm strategy are stressed. The course emphasizes current business practices taught through case analysis, business research, report writing, and oral presentations.

MIT 201/Information Systems: Concepts and Applications **.5 course unit**
(every semester)

Prerequisite: Sophomore standing or above

Examines current trends in information systems and the impact these trends may have on work performance in a firm. Study of the nature of information, such as timeliness, the structure of an information system, and methods for supporting job-level information needs through the use of computer-based technology.

MIT 310/Business Information Systems and Technology **1 course unit**
(every semester)

Prerequisite: MIT 201

Engages students in the study of information systems, technology, and business application software. Focus on business and managerial applications, includes various experiential learning activities including team work projects, learning modules, cases studies, and computer lab assignments.

MIT 320/Database Management for Business **1 course unit**
(fall)

Prerequisite: MIT 201

Contemporary approaches to database management including the relational and object-oriented models, both as to their current use in organizations as well as their contrasts to legacy approaches that include the hierarchical and network models. Examination of current database environments with information processing currently done by integrating business functional-area data processing as opposed to legacy approaches referred to as traditional file processing environments.

MIT 370/Selected Topics in Management of Information Technology **1 course unit**
(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

MIT 391/Independent Study in Management of Information Technology

variable course units

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

MIT 393/Independent Research in Management of Information Technology

variable course units

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

Marketing

MKT 201/Marketing Principles

.5 course unit

(every semester)

Prerequisite: Sophomore standing or above

Provides a basic understanding of the role of the marketing function and the key marketing management decisions that organizations must make. The course emphasizes the factors that must be considered in the selection of the target market and the selection of the product, price, promotion, and place strategies and tactics. It provides a base of concepts and practices to enable students to successfully learn more advanced marketing concepts and decision-making skills in one or more courses.

MKT 220/Analysis of Consumer Behavior

1 course unit

(every semester)

Prerequisite: MKT 201 or PSY 101 or SOC 101

Students will learn to analyze consumers' purchase activities and the activities used by marketers and public policy actors to influence consumers' purchase processes. The focus will be on identifying the distinctions among the purchase processes of many different types of consumers—women and men of all ages and economic, social, cultural, and ethnic backgrounds. This is the application of market segmentation, the core concept of marketing, to the analysis of consumer behavior. This course will not meet the marketing breadth requirement for business administration majors.

MKT 300/Marketing Information and Analysis

1 course unit

(every semester)

Prerequisites: MKT 201, STA 215 or equivalent course in statistics

Focus on the analysis of marketing information and the importance of that analysis to sound marketing decisions. Considers the analyses related to marketing planning (industry analysis, competitor analysis, and customer analysis), as well as the analytical techniques that are part of the day to day management of a product or service. This course is required of marketing majors and a prerequisite to 400-level marketing courses.

MKT 310/Marketing Research

1 course unit

(fall)

Prerequisites: MKT 201, STA 215 or equivalent course in statistics

Methods and techniques used in marketing problem analysis including problem definition, hypothesis formulation, sampling techniques, questionnaire preparation, field surveys, data tabulation, and research results presentation.

MKT/340 Marketing in the International Environment **1 course unit**
(fall)

Prerequisite: MKT 201

An examination of the overall changes that marketers must consider making to their marketing strategies and tactics when carrying on marketing activities outside their home market. It includes an exploration of effective analysis and decision making when adapting or standardizing marketing practices across foreign markets including segmentation, targeting, positioning, and the development of a marketing mix to fit the needs of international or global markets. Marketing functions undertaken during the internationalization of the firm's business encompass market research, product/service development or adaptation, pricing strategies, distribution patterns, logistics, communications, organization, and control.

MKT 360/Supply Chain Management **1 course unit**
(every semester)

Prerequisite: MKT 201

Supply chain management examines functional (Plan, Buy, Make, Move, and Sell) integration beyond the boundaries of the firm including those performed by its customers, suppliers, and intermediaries. The supply chain is an end-to-end process running from suppliers to customers that is linked by operational strategies and information technologies. This course provides a strategic and tactical framework for analyzing the entire supply chain in a global context that encompasses all firms, activities, and functions necessary to bring a product or service from the point of origin to the point of consumption.

MKT 370/Selected Topics in Marketing **1 course unit**
(occasionally)

Note: Each time this course is offered, the specific topic and course prerequisites will be announced.

An opportunity to pursue, in a structured setting, a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may only be taken for credit twice.)

MKT 371/Professional Selling **1 course unit**
(fall)

Prerequisite: MKT 201

Develops an understanding of the role of personal selling within the context of the marketing function and the organization, as well as the process of selling products/services to businesses. The course develops key selling skills, namely listening, questioning, understanding, presentation, objection handling, closing, and relationship-building. Applications include critiques of selling activities in cases and videotapes, selling in a role-playing exercise, and a selling decision-making simulation.

MKT 372/Advanced Professional Selling **1 course unit**
(spring)

Prerequisite: MKT 371

Builds upon the knowledge and skills of the introductory professional selling course. Content emphasis is upon the concepts of strategic account management, customer relationship management, consultative selling, and customer problem diagnosis in a variety of customer

situations. Activities designed to increase the student's persuasiveness and logic in the selling interaction, which requires enhancement of questioning, listening, and speaking skills. Activities are also designed to enhance organizing, analysis, and problem-solving skills.

MKT 380/Advertising

1 course unit

(every semester)

Prerequisite: MKT 201

Examination of advertising, both as a form of persuasive communication and as one of the tools used to accomplish marketing objectives. As a form of persuasive communication, the course considers the different ways advertising may work. As a marketing communications tool, the course provides students with a thorough understanding of the advertising management process, including the setting of objectives, budgeting, and creative and media strategy.

MKT 391/Independent Study in Marketing

variable course units

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group directed readings or study, not otherwise available in the curriculum, under the supervision of a faculty adviser. Student must have a minimum grade point average of 2.5.

MKT 393/Independent Research in Marketing

variable course units

Prerequisites: Permission of instructor and division head

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser. The experience should result in a paper which is either published or formally presented. Student must have a minimum grade point average of 2.5.

MKT 460/Retail Management

1 course unit

(fall)

Prerequisites: MKT 201, MKT 300

Provides students with an understanding of the nature of merchandising and location decisions that retail organizations must make. The student will apply previous understanding of key marketing concepts, requiring analysis of the retail situation, and selection of decision criteria. Applications include cases, computer problems, and a strategic retail plan which assess the quality of inventory management decisions, location decisions, and retail format decisions.