

# MANAGEMENT AND MARKETING

## management and marketing department

The Management & Marketing Department is one of the largest at MU, with over 400 students enrolled in our core programs including Marketing, Management and Information Technology. We also have fully online degree programs and online degree completion programs, concentrations in Human Resources Management and Cybersecurity, and a certificate in marketing. We offer skills that are sought after by businesses large and small in both the for profit and non-profit sectors. We offer a wide array of courses in the business core curriculum as well as a number of elective courses for business majors, minors and students seeking general electives, or simply greater business knowledge.

Our eight faculty and numerous adjuncts are experts in their field. You will find them to be accessible, helpful and supportive on your journey toward graduation. We are also accommodating and flexible with our course offerings, by actively offering a variety of courses in the summer and winter terms, and many of our classes are also available online.

## the programs

- Cybersecurity Minor (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/cybersecurity-minor/>)
- Information Technology Minor (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/information-technology-minor/>)
- Information Technology, B.S. (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/information-technology-bs/>)
- Information Technology, B.S. - Cybersecurity (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/information-technology-bs-cybersecurity/>)
- Management Minor (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/management-minor/>)
- Management, B.S. (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/management-bs/>)
- Management, B.S. - Human Resources Management (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/management-bs-hrmanagement/>)
- Marketing Minor (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/marketing-minor/>)
- Marketing, B.S. (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/marketing-bs/>)
- Marketing, Sub-Baccalaureate Certificate (<https://catalog.millersville.edu/undergraduate/lombardo-college-business/management-marketing/marketing-cert/>)

## the faculty

**DiRusso, David**; Professor  
Lombardo College of Business

B.S., Shippensburg University, 2004; M.B.A., Temple University, 2005;  
Ph.D., Temple University, 2009

**Douglas, Michael**; Associate Professor  
Lombardo College of Business  
B.S., Kansas State University, 1997; M.B.A., Fontbonne University, 1999;  
Ph.D., University of South Florida, 2006

**Ghoreishi, Minoo**; Professor  
Lombardo College of Business  
B.S., Tehran College of Insurance, 1975; M.B.A., Oklahoma City University, 1977; Ph.D., University of Arkansas, 1987

**Hong, Jong Seok**; Assistant Professor  
Lombardo College of Business  
B.A., University of Kansas, 2007; M.S., Sogang University (South Korea), 2016; Ph.D., University of Rhode Island, 2021

**Hutto, Alexandra**; Associate Professor  
Lombardo College of Business  
B.A., Northwestern University, 1978; M.B.A., Indiana University, 1980;  
Ph.D., University of Pittsburgh, 1981

**Nandedkar, Ankur**; Associate Professor  
Lombardo College of Business  
B.S. Rajiv Gandhi University (India), 2003; M.S., University of Texas-Pan American, 2005; Ph.D., University of Texas-Rio Grande Valley, 2011

**Wang, Jianfeng**; Professor  
Lombardo College of Business  
B.S., Shanghai Fudan University (China), 1988; M.S., University of Science and Technology (China), 1999; M.B.A., University of Toledo, 2002; Ph.D., Ibid., 2006

## the courses

**BUAD 101A: 3 s.h.**

**Introduction to Business (G3)**

Introduction of basic business concepts such as institutional setting, organizational structures, decision making, accounting, finance, labor relations, management, marketing and government-business relations. No credit for BUAD majors, except as departmental elective if taken before becoming a BUAD major. Offered in spring, fall.

**BUAD 101B: 3 s.h.**

**Introduction to Business (G3)**

Introduction of basic business concepts such as institutional setting, organizational structures, decision making, accounting, finance, labor relations, management, marketing and government-business relations. No credit for BUAD majors, except as departmental elective if taken before becoming a BUAD major. Offered in spring, fall.

**BUAD 161: 3 s.h.**

**Intro to Financial Accounting**

Examination of the account cycle and systems and procedures for developing financial information; introduction to the conceptual and theoretical foundation of financial information systems; and interpretation of financial statements. Offered in fall, spring. Prereq: MATH 101 or MATH placement beyond MATH 101 (MATH 151, 155H, 160, 161, 163H).

**BUAD 162: 3 s.h.****Intro to Managerial Accounting**

Problem-oriented introduction to the interpretation and application of accounting information from the viewpoint of management with emphasis on planning and control and long-range strategies. Offered in fall, spring. Prereq: C- or higher in BUAD 161.

**BUAD 202: 3 s.h.****Legal Environment of Business (G3)**

The American legal system and its impact on business. Includes the court system, litigation and alternative dispute resolution, contract law, torts in the business environment, product and service liability, property, and criminal law. Offered in fall, spring.

**BUAD 202H: 3 s.h.****Hon: Legal Environ/Business (G3)****BUAD 206: 3 s.h.****Business Research Methods**

The theory and practice of a number of widely used research techniques as an aid to decision making. Business application will be emphasized with cases and problems from the areas of management, marketing, finance and accounting. Uses computer programs for data analysis, interpretation and presentation of research results. Prereq: MATH 235.

**BUAD 231: 3 s.h.****Principles of Marketing**

Explores the role of marketing in the free enterprise system. Defines marketing and its relationship to society. Reviews the controllable elements of the marketing mix: product, place, promotion, and price. Explains marketing concepts and terminology. Applies terminology and concepts to real world problems. Covers basic analytic skills needed to solve marketing problems. Offered in fall, spring. Prereq: C- or better in ECON 101 and 102.

**BUAD 231H: 3 s.h.****H:Principles of Marketing**

H:Principles of Marketing

**BUAD 251: 3 s.h.****Principles of Management (G3, W)**

Examines management processes of planning, organizing, leading and controlling and provides basic knowledge of management history, managers' roles and functions, environment influences, effective decision making, leadership and team management, ethical and social responsibilities, and current trends in management. Prereq: C- or higher in ECON 101, 102 and ENGL 110.

**BUAD 251H: 3 s.h.****Hnrs:Principles of Management (G3, W)**

Hnrs:Organizatn and Management

**BUAD 307: 3 s.h.****Management Information Systems**

Technology, application and management of computer-based management information systems. Covers identification of the need for management information, the assignment of resources and establishment of an information system. Includes case studies. Offered in fall, spring. Prereq: BUAD 162, 251.

**BUAD 310: 3 s.h.****Economics of Justice (D, P)**

Economic concepts and models used to explain legal principles. The effects of legal decision-making on economic efficiency. Topics include property, contracts, torts and criminal law. Offered annually. Prereq: BUAD 202, ECON 102, COMM 100, ENGL 110, junior status.

**BUAD 310H: 3 s.h.****H:Economics of Justice (D, P)****BUAD 341: 3 s.h.****Managerial Finance 1 (W)**

Fundamental topics in corporate finance, including: use of financial statements, time value of money, capital budgeting and working capital management. Offered in fall, spring. Prereq: ECON 102, C- or higher in BUAD 162, and ENGL 110.

**BUAD 352: 3 s.h.****Human Resource Management**

Survey course familiarizes students with the human resource function. Topics include recruitment, orientation, training, compensation, safety, performance evaluation and labor relations. Offered in fall, spring. Prereq: C- or higher in BUAD 251.

**BUAD 352H: 3 s.h.****H:Human Resource Management**

H:Human Resource Management

**BUAD 358: 3 s.h.****Management Science**

An introduction to management science techniques in order to facilitate quantitative reasoning as an aid for managerial decision making. Emphasis on developing analytical skills. Decision-making cases and problems presented with the aid of computers. Topics include linear programming (including modeling, computer solution and sensitivity analysis), assignment/transportation/transshipment problems, project management techniques (PERT/CPM), queuing models, simulation, inventory control models, decision theory, analytic hierarchy process (AHP) and Markov processes. Prereq: MATH 235, and BUAD 206 (306).

**BUAD 372H: 3 s.h.****Hon:Organizational Behavior****BUAD 455: 3 s.h.****Strategy and Policy (W)**

Theory and practice of modern strategic management. Includes strategy formulation, planning, decision techniques, organizational design to implement change and control systems to monitor change. Prereq: BUAD 202, 206, 307, 231, 358, 341, 352 and ENGL 110.

**BUAD 488A: 3 s.h.****Seminar in Accounting and Finance (W)**

Research on a topic including preparation and critical analysis of a paper. Topic need not be from student's option. Offered in fall, spring. Prereq: ENGL 110 and senior status. Prerequisites will vary.

**BUAD 488B: 3 s.h.****Seminar in Management and Marketing (W)**

Research on a topic including preparation and critical analysis of a paper. Topic need not be from student's option. Offered in fall, spring. Prereq: ENGL 110 and senior status. Prerequisites will vary.

**INTE 120: 4 s.h.****Integrated Information Technology Application Projects**

Introduction to the use of information technology to retrieve, filter, process, classify, sort, and evaluate data and information in a business environment. Developing word processing, spreadsheets, database, scripting, and presentation skills to create integrated projects for business and workplace environments.

**INTE 130: 4 s.h.****Fundamentals of Information Technology**

This course provides students with a working knowledge of the terminology, processes, and components associated with information technology. Students will be introduced to the creation, organization, analysis, storage, retrieval, representation, and transmission of data and information as well as work force considerations, and related societal and ethical issues with respect to IT.

**INTE 230: 4 s.h.****Network Concepts, Security and Administration**

An introduction to computer network concepts that includes fundamental protocols and administration. Computer network communications will be discussed including LAN and WAN topologies, protocols and services, such as TCP/IP, and Ethernet, within the context of the OSI Reference Model, multimedia, and content distribution networks. Topics in network management will also be covered, including users/groups, file permissions, system maintenance, and trouble shooting. Network management, packet analyzer, and network simulation tools may be used.

**INTE 240: 4 s.h.****The Fundamentals of Web Technology**

Introduction to web-based information systems that includes the principles and practices of website development process, website project implementation, and evaluation of web-based applications including related software, databases, programming interfaces, and platforms. Security and privacy issues related to web-based information systems are explored. Applications of architectural principles of scalability, reliability, and redundancy in website development are discussed.

**INTE 255: 3 s.h.****Intro to Data Analytics**

Introduction to data analysis techniques and programming that enables real-time decision making in IT organizations. Includes skills and applications in pre-processing, preparing, and reporting data for further analysis. (Cross-listed with MATH 255, credit may not be received for both courses.)

**INTE 300: 3-12 s.h.****Co-Op/Internship in INTE**

Internship in Information Technology

**INTE 335: 3 s.h.****Advanced Computer Networking**

This is an advanced-level course on computer networks. This course is the continuation discussion on INTE 230 Network Concepts. The course has a comprehensive overview on advanced topics in network protocols, and networked systems. This course starts with a brief overview of TCP/IP protocol suite and reference model. The main discussions are fundamentals of network technology, Routing Algorithms, Routing Among the ISPs, Software Defined Networking (SDN), Network Management and SNMP, Error-Detection and Correction Techniques in Link Layer, Link-Layer Addressing and ARP, Virtual Local Area Networks (VLANs), Data Center Networking, Wireless and Mobile Networks, Mobility Management, and Security in Computer Networks. Some Network security topics are discussed such as: Principles of Cryptography, Digital Signatures, End-Point Authentication, Securing E-Mail, Transport Layer Security (TLS), Virtual Private Networks (VPNs), and Firewalls. Prerequisites: INTE 230

**INTE 350: 4 s.h.****Cybersecurity**

Investigate vulnerability of computer networks, systems, and computer applications. Learn methods of mitigation and/or prevention of cybercrime. Attributes of cybercrime such as virus attacks, identity theft, electronic funds transfers, and phishing will be examined along with an introduction to the cybersecurity script programming paradigm.

**INTE 350H: 4 s.h.****Hon:Cybersecurity****INTE 360: 4 s.h.****IT Risk Management and Security**

Explores Networking Security from the perspective of risk management to develop strategies to mitigate and manage risks. Focuses on assessment strategies for effective mitigation measures and risk management practices in terms of cybersecurity. Risk Management Fundamentals and Managing Risks as Threats, Vulnerabilities, and Exploits will be covered and methods on how they are applied in cyber security decisions will be investigated.

**INTE 365: 3 s.h.****Health Care Information Management**

Students will apply fundamental skills in information technology to database design, data structures, software applications, and their management functions in health services organizations. Techniques in database design and management in the health care system will be discussed.

**INTE 400: 3-12 s.h.****Co-Op/Internship INTE**

Internship in Information Technology

**INTE 410: 4 s.h.****IT Project Management**

This course covers technical and behavioral aspects of the successful management of information systems developments. Topics include needs identification, system project manager and team, system project organizations, project communications, system project planning, scheduling, control, associated costs, and using project management software tools. Examples of IT project management process will be explored for different industry lines with respect to system development activities and System Development Life Cycle. INTE 360 is recommended.

**INTE 420: 4 s.h.****Fundamentals of Operating Systems Management**

This is an introduction to the foundational principles of operating systems. Topics include system management in memory, processor, process and thread mechanics, devices, network, file and directory, graphical and command line user interfaces. Essentials for effective administration and maintenance of an operating system and its services will be discussed. In addition, students will learn to install, manage, and secure an operating system.

**INTE 425: 3 s.h.****Data Explor and Visualization**

Students will learn dataset elements, data collection, representation and querying techniques, visual variables and statistical tools for graphing, and preparation of data for further analysis, with emphasis on issues related to healthcare. Students will also be introduced to data science tools and related coding techniques.

**INTE 435: 3 s.h.****IT Security, Privacy & Ethics**

Examination of information technology security and privacy issues in the context of law and ethics. This course explores the civil and common law issues that apply to information technology. The course studies jurisdictional, statutes, and constitutional issues related to cybercrime and privacy issues in the information age.

**INTE 440: 4 s.h.****Human-Computer Interaction**

This course studies the effective and productive information systems, including interactive computer systems, input and output devices, screen layouts, machine design, health issues, organizational impacts, and access for people with disabilities. Topics include interaction system design, conceptualizing interaction, cognitive aspect of users, social interaction, emotional interaction with systems, and interfaces. The process of designing user-friendly interfaces will be discussed including data gathering, data analysis, interpretation, and presentation.

**INTE 465: 3 s.h.****Data Analytics in Health Care**

An introduction into the uses of data analytics in population health practices and their administration. Students will explore the development of validated predictive analytics and their application in clinical interventions. The intersection of data analytics with ethics will also be discussed.

**INTE 466: 3 s.h.****Ethical Hacking and Penetration Testing**

Discussion of advanced topics in Cybersecurity, such as security testing, system defense, and countermeasures. The implications of information security vulnerabilities in systems, networks, and applications are explored. Students will be able to identify solutions before adversaries exploit the flaws. In this course, students discover techniques that attackers use to compromise network and systems security. Demonstrating how an adversary could hack into systems by simulate a hack of systems to uncover and exploit vulnerabilities in an isolated penetration test computer laboratory. The course offers learning on how to protect network and systems through hands-on lab activities utilizing the tools and methods that intruders use. Methods of security assessments for the strength of the organizational cybersecurity posture are discussed. Additional topics include firewall and intrusion detection system exploration, denial of service attack issues, Internet security mechanisms, spoofing, session hijacking, and sniffers.

**INTE 489: 1-4 s.h.****Honors Course**

Honors Course Information Technology

**INTE 498: 1-4 s.h.****Independent Study****INTE 499: 1-4 s.h.****Departmental Honors**

Departmental Honors Thesis Course

**MGMK 300: 3-12 s.h.****Co-Op Ed Exp in Mgmt/Mktg**

Cooperative Education in Management and/or Marketing

**MGMK 400: 1-12 s.h.****Co-Op Ed Exp in Mgmt/Mktg**

Cooperative Education Experience in Management/Marketing

**MGMK 489: 1-4 s.h.****Honors Course**

Honors Course

**MGMK 498: 1-4 s.h.****Independent Study**

Independent Study. See catalog or department for eligibility and registration information.

**MGMK 500: 3-12 s.h.****Co-Op Ed Exp in Mgmt/Mktg**

Cooperative Education Experience in Management/Marketing

**MGMT 179: 3 s.h.****Experimental**

Experimental Course in Management

**MGMT 279: 3 s.h.****Experimental**

Experimental Course in Management

**MGMT 351: 3 s.h.****Organization Theory & Design**

Introduction of the perspective of business as a system dedicated to the reduction of uncertainties. Focus is on determining strategy and building a structure that supports organizational effectiveness. Factors considered include the external environment, interorganizational relationships, globalization, internal technologies and control systems, organizational life cycle, cultural and ethical values, innovation, and change management. Prereq: C- or higher in BUAD 251.

**MGMT 353: 3 s.h.****Labor-Management Relations**

Course covers roles of management and labor unions using an analytical framework for labor relations problems, contract negotiations and administration. Offered periodically. Prereq: C- or higher in BUAD 251.

**MGMT 354: 3 s.h.****Compensation Management**

Specific focus on methods for determining wages. Salaries, incentive payments, point classification and factor comparison systems are discussed in detail. Management of benefits, including hospitalization, major medical, life insurance, long-term disability and pension administration is emphasized. Offered periodically. Prereq: BUAD 352.

**MGMT 355: 3 s.h.****Business and Society (G3)**

Relationships between economic decision-makers (business) and the various interests affected by their decisions (society). Emphasis on the ethical dimensions of decision making in business. Specific issues include cultural relativism, social and economic justice, private property and the choice of an economic system, corporate social responsibility, acceptable risks for consumers, acceptable risks to the environment, affirmative action and reverse discrimination, sexual harassment and comparable worth, disclosing and concealing information in sales, insider trading and whistleblowing. Offered in fall, spring.

**MGMT 356: 3 s.h.****Entrepreneurial Management**

Managing a new venture while continually juggling vital issues such as: mission and values statement; goals and objectives; growth strategy; people and resources; organizational capabilities; financing strategy; vision of success. The course addresses differences between Entrepreneurial Management and Corporate Management. Prereq: BUAD 231 and C- or better in BUAD 251



**MGMT 357: 3 s.h.****International Management (G3)**

Examination of management challenges associated with developing strategies and managing operations of firms whose activities extend across national boundaries. Theoretical, institutional, and case analysis of major issues, including the impact of international codes and organizations on corporate policies, the effect of government policies, techniques for assessing foreign environments, and strategies for managing international business operations are covered. Prereq: C- or higher in BUAD 251.

**MGMT 371: 3 s.h.****Principles of Entrepreneurship**

Introduction to the process of turning an idea into a successful start-up business. The entrepreneurial mind-set, initiating ventures, developing the plan through understanding legal, marketing, and financial challenges, strategic growth, valuation of the enterprise, and harvesting the enterprise are studied within the context of the entrepreneurial process. Pre-req: C- or better in BUAD 231 and 251.

**MGMT 372: 3 s.h.****Organizational Behavior**

Examines individual, group, and organizational-level behavioral and social science theories and applies those theories to managing human behavior in diverse organizations operating in a global business environment.

Topics include personality, values, perception, motivation, teams, leadership, conflict resolution, communication, organizational culture, and change management. Pre-req: C- or better in BUAD 251

**MGMT 373: 3 s.h.****Management Skills**

Focuses on developing business and interpersonal skills through engaging in activities designed to assess, practice, and improve various skill areas such as time management, teamwork, stress management, coaching and counseling, creativity, conflict management, problem solving, critical thinking, and motivating others. Students will be expected to demonstrate skills during semester activities. Prereq: C- or higher in BUAD 251.

**MGMT 374: 3 s.h.****Leadership**

Examines various concepts related to leadership. Topics include trait, contingency, and behavioral approaches to leadership; values and ethics, diversity, motivation, power, and multiculturalism in leadership etc. The emphasis will be on learning and application of behaviors that are critical to effective leadership. Prereq: C- or higher in BUAD 251.

**MGMT 374H: 3 s.h.****Hon: Leadership****MGMT 375: 3 s.h.****Business Web Development**

Prepares individuals to plan, manage, supervise, and market electronic business operations, products, and services provided online via the Internet. Builds skills to develop a modern business website using technologies such as HTML, CSS and JavaScript. Includes coverage of web client-server architecture, security, performance issues, monetization, website promotion, database integration through server-side scripting and commercial deployment. The course supports Entrepreneurial and Small Business Operations. Offered periodically. Prereq: BUAD 307

**MGMT 379: 3 s.h.****Experimental**

Experimental Course in Management

**MGMT 381: 3 s.h.****Data & Information Management**

Builds on the core concepts of data and information management. It is centered around the core skills of identifying organizational information requirements, modeling them using conceptual data modeling techniques, converting the conceptual data models into relational data models and verifying its structural characteristics with normalization techniques, and implementing and utilizing a relational database using an industrial-strength database management system. Includes coverage of basic database administration tasks. In addition to developing database applications, the course helps the students understand how large-scale packaged systems are highly dependent on the use of DBMSs. Building on the transactional database understanding, the course also provides an introduction to data and information management technologies that provide decision support capabilities under the broad business intelligence umbrella. Prereq: BUAD 307

**MGMT 405: 3 s.h.****Topics in Management**

Advanced, innovative, or exploratory topics and disciplines within management. Specific content items developed by instructor. Most topics will be for business majors only. Offered periodically. Prerequisites may vary. Consult the current course offering.

**MGMT 452: 3 s.h.****Operations and Supply Chain Management**

Survey of basic principles, concepts and techniques of operations management applicable to manufacturing as well as service organizations. Examines positioning, design and operating decisions and their interrelationships in the context of the overall competitive strategy of the firm. Explores current trends and innovations in operations management theory and practice. Topics include operations strategy, quality control/TQM, product/service design, capacity planning, process design, facility layout, design of work systems, location planning, supply chain management, inventory control, MRP/ERP, just-in-time systems, scheduling and project management. Prereq: MATH 130 or 235 and C- or higher in BUAD 251.

**MGMT 453: 3 s.h.****Supply Chain Logistics Mgmt**

Study of the forward and reverse logistics supply chain management and arising globalization and sustainability challenges. Topics include strategic design of supply chain; management and control of flow and storage of products, services, and information from suppliers to consumers; and effective management of the reverse flow of returns, buybacks and end-of-life products to recapture value through refurbishing, remanufacturing, recycling, or proper disposal. Identification and analysis of emerging managerial issues in meeting complex mandated and competitive requirements of lean and green logistics systems. Prereq: MATH 235 and BUAD 231 (C- or higher) or BUAD 251 (C- or higher).

**MGMT 454: 3 s.h.****Talent Acquisition**

Focused on providing a detailed understanding of the staffing process in organizations. The role of staffers is analyzed; major trends and the legal framework associated with staffing process is highlighted. Topics include: staffing strategies, strategic job analysis and competency modeling, forecasting, measurement, interviewing techniques etc.

**MGMT 479: 3 s.h.****Experimental**

Experimental Course in Management

**MGMT 499: 1-4 s.h.****Departmental Honors**

Departmental Honors

**MKTG 179: 3 s.h.****Experimental**

Experimental Course in Marketing

**MKTG 279: 3 s.h.****Experimental**

Experimental Course in Marketing

**MKTG 332: 3 s.h.****Consumer Behavior**

Analysis of individual and collective consumer behavior patterns both within and outside the marketplace through theoretical model building and empirical research findings. Emphasis on the role of consumer research in identifying, planning, implementing and evaluating both short-term and long-term marketing strategies. Offered annually. Prereq: C- or higher in BUAD 231.

**MKTG 332H: 3 s.h.****Hon: Consumer Behavior****MKTG 333: 3 s.h.****Personal Selling**

Covers skills and knowledge required of sales representatives to understand customers' needs and make effective presentations. Includes prospecting and contacting customers, making presentations, handling objections, closing the sale and developing long-term relationships. Emphasis on individual role-play and group presentations. Offered annually. Prereq: C- or higher in BUAD 231.

**MKTG 335: 3 s.h.****Advertising**

Economic and social roles of advertising in a contemporary business setting. Emphasis on the creation, development, implementation and evaluation of advertising campaigns through the analysis of creative processes, managerial techniques, media resources, budgeting methods and the concept of social responsibility. Offered annually. Prereq: C- or higher in BUAD 231.

**MKTG 336: 3 s.h.****Retail Marketing**

The role of retail institutions in the marketing system. Emphasis on strategy development in the retailing context. Offered infrequently. Prereq: C- or higher in BUAD 231.

**MKTG 337: 3 s.h.****Sales Force Administration**

Planning, direction and control of the sales force. Includes recruiting, selecting, training, supervising, compensating, motivating and evaluating sales representatives. Emphasis on acquisition of basic sales and managerial skills. Offered annually. Prereq: C- or higher in BUAD 231.

**MKTG 379: 3 s.h.****Experimental**

Experimental Course in Marketing

**MKTG 405: 3 s.h.****Topics in Marketing**

Advanced, innovative, or exploratory topics and disciplines within marketing. Specific content items developed by instructor. Most topics will be for business majors only. Offered periodically. Prerequisites may vary. Consult the current course offering.

**MKTG 431: 3 s.h.****Marketing Research**

Research theory and techniques used in marketing activities. Stresses formulation of research objectives, instrument design, sample selection, data collection, statistical analysis, computer applications and report writing for managerial use. Offered fall, spring. Prereq: MATH 235, C- or higher in BUAD 231.

**MKTG 431H: 3 s.h.****Hon: Marketing Research****MKTG 435: 3 s.h.****International Marketing**

The development of marketing strategy for entering and competing with businesses in foreign countries. Uniqueness of foreign markets and their impact on the marketing manager's decision-making processes are examined. Offered annually. Prereq: C- or higher in BUAD 231.

**MKTG 436: 3 s.h.****Marketing Strategy**

Analysis of opportunities and problems confronting the marketing manager in decision making. Includes market segmentation, target marketing, positioning, market research, product life cycle strategies, marketing mix implementation and social responsibility. Emphasis on case analysis to bridge the gap between marketing theory and application. Offered annually. Prereq: MKTG (Formerly BUAD) 431 and 90 credits (Senior Standing).

**MKTG 479: 3 s.h.****Experimental**

Experimental Course in Marketing

**MKTG 499: 1-5 s.h.****Departmental Honors**

Departmental Honors