development of business-society relationships.

3280 Management Internship (3) Prereq.: junior or senior standing. 4 to 6 sem. hrs. of credit.
Students supervised by a management faculty member and an approved business executive, will follow a predetermined schedule and be working for a business firm. Hands-on experience in the fields of management, human resource management, organizational behavior, small business management, entrepreneurship, and administrative practices.

3320 Human Resource Management (3) Prereq.: MGT 3200. Human resource management; organizational behavior, recruitment, selection, development, maintenance, and reward of employees; relationships with environment and employees; ethics; employee development; team dynamics; and American law on employment practices.

3500 Introduction to Labor Relations (3) Prereq.: Open only to College of Business students; open to others with permission of department.
Management’s response to organized labor in the workplace; emphasis on U.S. unionization development; government regulation of labor-management relations; union structure; political activity, collective bargaining, and contract administration.

3512 Public Sector Labor Relations (3) S Prereq.: MGT 3500. Labor-management relations in government employment; variations in labor regulations in federal, state, and local government; role of third-party neutrals in public sector bargaining.

3613 Management Conflict and Cooperation (3) F Prereq.: Open only to College of Business students; open to others with permission of department.
In-depth examination of issues involved in labor-management conflict; topics include, but are not limited to, negotiation strategies and tactics, alternative dispute resolution procedures, employee-management cooperation, and organizational change.

3830 Strategically Managing Organizations (3) Prereq.: FIN 3216, MGT 3801, and MGT 3402. Open only to E. J. Ourso College of Business students; open to others during the final semester of course work. An honors course, MGT 3831, is also available. Credit will not be given for both this course and MGT 3831. May be taken only during the final semester of course work. Analyzing strategic situations and decision-making based on these analyses to ensure the success of for-profit and non-profit organizations.

3831 HONORS: Strategically Managing Organizations (3) Prereq.: Same as for MGT 3830, with special honors emphasis for qualified students. Credit will not be given for this course and MGT 3831.

4010 Social Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor.
May be taken for a max. of 6 sem. hrs. of credit when topics vary.

4020 Internship in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be repeated for a max. of 6 sem. hrs. credit at any time.

4130 Internship in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be repeated for a max. of 6 sem. hrs. credit when topics vary.

4100 Consulting Field Project (3) Prereq.: MGT 3111; Senior standing, or permission of instructor. Strategic focused field projects to develop experiences and opportunities in public and private organizations. Team-based approach to offering consulting advice to organizations with the goal of improving their performance. Emphasis on experiential approaches that provide a participative type of learning about the crucial issues faced by organizations.

4113 Social Entrepreneurship (3) Prereq.: ISDS 2000; or equivalent and MGT 3200. Staffing requirements, recruitment strategies, development and validation of selection procedures, classification and placement of employees; problems associated with person-job matching; socialization of new employees.

4232 Compensation Administration (3) F Prereq.: MGT 3200 or equivalent. Compensation systems and management of equity; job evaluation; wage level, wage structure, incentive plans; issues of employee compensation.

4240 Human Resource Management (3) Prereq.: MGT 3200 or equivalent. Management concepts and philosophical bases for international management operations; environmental dynamics, organizing, staffing, integrating, managing, and controlling processes; human resource management, organizational structure and processes, and conceptual systems of international operations.

4523 Legal and Ethical Issues in Management (3) S Prereq.: MGT 3320. An examination of the most significant laws and court rulings influencing companies’ employment practices; topics include: anti-discrimination statutes, affirmative action, commonly committed workplace torts, occupational safety and health laws, workers’ compensation, and wrongful termination.

4600 Crisis Management (3) See DSM 4600.

4620 Human Behavior in Organizations (3) Prereq.: MGT 3200. Open only to College of Business students; open to others with permission of department.
Behavioral sciences applied to understanding human dynamics in organizations; focus on individual, interpersonal, group, and intergroup behavior; impact of human behavior on organizational effectiveness.

4701 Technological Entrepreneurship (3) See ISDS 4701.

4702 Technology Transfer Transfer (3) V Models of technological transfer; mechanisms and barriers to technological transfer and industrial innovation; domestic and international aspects of technology transfer.

7111 Entrepreneurship Management (3) F Investigation, analysis, and case study of entrepreneurial feasibility studies and business plans.

7203 Development of Management Thought (3) F-O
Origins and growth of managerial concepts; contributions of leaders associated with major schools of management thought, including: scientific management, management process, behavioral, human behavior, social system, decision theory, and quantitative methods.

7212 Seminar in Contemporary Management Topics (3) V Prereq.: MGT 3111. May be taken for a max. of 6 hrs. of credit when topics vary.

7301 Seminar in Human Resources (3) S Role of human resource managers; their relationships with employees, the external environment, and top management.

7302 Reward Systems in Organizations (3) V Theories of motivation, reward, performance, and behavior; their application to major issues regarding human resources allocation, development and utilization.

7401 International Business Management (3) F Theories and management of international operations; development of environmental, operational, strategic, and decision making perspectives.

7600 Organizational Behavior (3) F-E Behavior of people within organizations; the environment within which organizations function; behavioral unit; processes, interactions, and outputs of organizational behavior.

7620 Strategic Management of Health Care Organizations (3) Cross-listed with PADM 7620.

7700 Organization Theory (3) S-O Macro aspects of organizations, processes by which organizations are formed, structures used in their elaboration; internal processes; environmental considerations; organizational viability and renewal.

7800 Current Issues in Strategic Management (3) S Contemporary issues in strategic management theory and practice; emphasis on field projects that provide top-management problem-solving experience.

7811 Research Issues in Strategic Management (3) F-E Prereq.: MGT 7800 or equivalent. Strategic planning; issues including empirical research, formulation, strategic implementation, control, and evaluation in successful organizations.

8000 Thesis Research (1-12 per sem.) S-Y"U" grading.

9000 Dissertation Research (1-12 per sem.) S-Y"U" grading.

9201 Research Methods in Management (3) S-O Theory building; measurement reliability and validity; significance testing and statistical power; sampling strategies and missing data; multiple regression analysis.

9202 Pre-Dissertation Research (1-9) May be repeated for credit.

9204 Preseminar in Management (1) Required of all graduate PhD students. Pass-fail grading. May be taken for a max. of 3 sem. hrs.

9800 Seminar in Advanced Business Problems (3) May be taken for a max. of 6 hrs. of credit when topics vary.

Directed work in advanced topics.

MARKETING • MKT

3401 Principles of Marketing (3) Prereq.: ACCT 2000 or 2001 (2002), and either ECON 2030 or ECON 2000 (2001) and 2010 (2011). An honors course, MKT 3402, is also available. Credit will not be given for both this course and MKT 3402.

3402 HONORS: Principles of Marketing (3) S Same as MKT 3401, with special honors emphasis for qualified students. Credit will not be given for this course and MKT 3402.

3410 Sports Marketing (3) Application of marketing concepts to sports and leisure activities; emphasis on planning and strategy development.

3411 Consumer Analysis and Behavior (3) Prereq.: MKT 3401. Open only to marketing majors; open to others with permission of the department. Dynamics of consumer markets; their significance to marketing executives; identification and measurement of market segments; analysis of their behavioral patterns as a basis for marketing strategy.

3413 Marketing Research (3) Prereq.: MKT 3411 and MKT 3401. Open only to College of Business students; open to others with permission of department. Formulation of marketing policies; theories, concepts, and methodology involved in applying research to marketing decisions.

3423 Compensation Administration (3) F Prereq.: MKT 3401. Nature and contributions of personal selling and advertising to the firm’s problems of demand stimulation; concepts related to integration and organization of promotional effort to facilitate competitive programs for services and/or products.

3427 Buyer-Seller Communication: Promotion (3) Prereq.: MKT 3401. Communication theory and sales principles needed for successful sales career; customer communications tactics; sales strategies; communication in buyer-seller relationships.

3431 Retailing Management (3) Prereq.: MKT 3411. Store organization, operation, and management; retail method of inventory; problems connected with retail buying and selling.

3441 Business Marketing (3) Prereq.: MKT 3401. Strategies developed by manufacturers to compete for markets; differences between industrial and consumer markets; function of industrial purchasing with regard to selection of sources of supply and development of purchasing policies; strategic implications of how companies buy and sell from each other; not confined to industrial companies.

3501 Marketing Tools Fundamentals (3) Prereq.: credit or registration in MKT 3401 and permission of department. Coverage of current and emerging computer-based and other tools used by marketing practitioners.

3444 Marketing Research Field Project (3) Prereq.: MKT 3401 and permission of department. Advanced marketing research problems and theory.

4423 Sales Management (3) Prereq.: MKT 3401. Principles of sales planning and control; organizing sales departments, developing territories, motivating salespersons, and controlling sales operations.

4437 Direct Marketing (3) Principles of direct marketing process; planning and implementation of direct marketing campaigns; direct marketing through direct mail, catalog, publications, telephone, and electronic media; list management and database marketing; direct marketing campaigns for consumers, business customers, and international markets.

4440 Marketing on the Internet (3) Prereq.: MKT 3401 and permission of department. Application of marketing principles and practices pertaining to the use of the Internet by organizations.

4442 Strategic Marketing (3) Prereq.: MKT 4440 or consent of instructor. Study of the concepts, principles, and practices concerning the development and implementation of strategic plans for use in connecting the Internet with the emphasis on the Internet as an alternative marketing delivery system.

4443 International Marketing (3) Prereq.: MKT 3401. Global marketing environment and analytical processes; global marketing as an encompassing (import-export, joint ventures, foreign subsidiaries, foreign contract ventures, and foreign contract markets); marketing systems in various countries; strategies for international and multinationals operations.
4445 Internship in Marketing (1-6) Prereq.: senior standing or consent of instructor. Primarily for seniors in marketing. May be taken for a max. of 6 sem. hrs. credit. Pass/fail grading. On-the-job experience in approved marketing positions.

4451 Marketing Management (3) Prereq.: MKT 3413, and senior standing. Open to only College of Business students; open to others with permission of department. Analytical principles and management of strategies for analyzing marketing problems; policy areas of product, price, channels, and promotion integrated in development of the firm's total marketing mix.

4477 Independent Study: Advanced Marketing Problems (1-6) For undergraduate students in the J. E. Oursou College of Business and above. May be repeated for a max. of 6 sem. hrs. credit. Pass-fail grading. Independent research under direction of a faculty member.

4488 Advanced Topics in Retailing Management (3) Prereq.: MKT 3431. Application of retailing theory and management techniques in areas of strategic planning and its interfaces with retailing operations; market area analysis, locational strategies and site selection; merchandising policies and instore operations; store management, product distribution, and departmental layout.

4490 Services Marketing (3) Prereq.: MKT 3401. Developing, pricing, distributing, and promoting the service; control of quality of customer encounters through service automation; service selection and training of personnel; marketing of service in service organization structure; strategic implications of structure of service industries.

4500 Marketing and Sales (3) Prereq.: MKT 3411 and MKT 3401 or Entrepreneurship Minor, or Entrepreneurship Concentration, or permission of instructor. This course deals with the role of marketing in entrepreneurial ventures, and the role of entrepreneurship in marketing efforts of all firms. Attention will be devoted to understanding how marketing decisions reflect and shape the success or failure of the firm.

7110 Marketing and Foundations and Applications (3) Prereq.: credit or registration in BADM 7100 or equivalent. Coverage of current and emerging tools used by marketing practitioners, including consumer tracking systems, market segmentation tools, market share analysis, competitive intelligence, applications to real and/or simulated market situations.

7120 Customer Decision Making and Brand Marketing Strategy (3) Prereq.: BADM 7100 or equivalent. Treatment of key elements of consumer decision making with an emphasis on formulation of brand marketing strategy based on consumer behavior models, constructs, and information.

7130 Marketing Research and Brand Analysis (3) Applications of marketing research methods such as qualitative research techniques, marketing surveys, marketing experiments, and brand analysis techniques.

7140 Promotion Management and Strategy (3) Prereq.: BADM 7100 or equivalent. Examines the techniques and methods of communication with emphasis on theory and best practices; including development of a marketing promotions strategy for a present or emerging marketing program.

7150 Global Marketing Issues and Strategies (1.5) Prereq.: BADM 7100 or equivalent. Examination of diverse marketing techniques available to companies seeking to compete with global markets.

7160 Services and Professional Services Marketing (3) Prereq.: BADM 7100 or equivalent. Introduction to services marketing with an emphasis on issues involved in planning, implementing, and controlling professional services marketing.

7300 Brand Marketing Strategy (3) Prereq.: MKT 7120 and 7130. Coverage of brand marketing strategy formulation, including market and competitor analysis, plan resource allocation; emphasis on issues involved in marketing strategy formulation and implementation.

7443 Advanced Seminar in International Marketing (3) Prereq.: MKT 3411 and BADM 7100 or equivalent. Marketing management decision processes and marketing systems in the global environment; application to multinational business operations; planning and development; marketing techniques of foreign market entry; product, pricing, promotion, and distribution decisions.

7450 Advanced Topics in Marketing Management (3) Prereq.: BADM 7100 or permission of instructor. May be taken for a max. of 6 hrs. of credit when topics vary. Survey of advanced and emerging marketing problems; discussions of such topics as distribution channels, pricing, and product management.

7471 Marketing Strategy (3) Design, implementation, and evaluation of marketing strategies; demand forecasting; marketing programming; product, price, promotion, and distribution policies; information systems; marketing audit; application of economic and organizational behavior to marketing management as strategic aids to marketing management; model-building approach used to demonstrate tool applications in product, price, promotion, and distribution strategies.

7477 Seminar in Advanced Marketing Problems (3) May be taken for 6 or more hrs. of credit.

7486 Applications of Marketing Theory (3) Prereq.: MKT 7476 and 7713. Marketing theory development and testing; theory operationalization.

7488 Marketing Models (3) Prereq.: BADM 7100 or consent of instructor. Synthesis of theory, content area, and methodology in marketing through the study of modeling; modeling phenomena, functional forms, and analytical techniques of path analysis, simultaneous equation systems, and structural equation models.

7713 Marketing Construct Analysis (3) Prereq.: MKT 4451 or BADM 7100 or permission of instructor and ISDS 7024 or equivalent. Open to doctoral students. Treatment of the theory, conceptualization, and measurement of constructs used in marketing research with emphasis on the development and refinement of marketing construct measures.

7716 Advanced Marketing Research Techniques (3) Prereq.: BADM 7100. Advanced designs and techniques applied to marketing research; theory and application of various analytical methods; marketing applications; use of computer programs; marketing strategy; interpretations of empirical results.

7717 Advanced Seminar in Consumer Behavior (3) Prereq.: MKT 4451 or BADM 7100. Open only to doctoral students. The role of consumer behavior in contemporary marketing and its educational and methodological issues for selected topics in this area.

7720 Seminar in Marketing Theory and Experimental Design (3) Prereq.: BADM 7100 or equivalent. Nature, and importance of theory in marketing, interplay of theory and research methods; validity and implications in marketing and consumer research; planning and experimental design; pluralism in marketing and consumer research.

8000 Thesis Research (1-12 per sem.) “S/Y” grading. May be repeated for credit.

9000 Dissertation Research (1-12 per sem.) “S/Y” grading.

**MASS COMMUNICATION**


**GENERAL COURSES**

★ 2000 Introduction to the Mass Media (3) The role of media in a free society with a focus on public affairs. Examines how new media (television, radio, social media) affect political and economic systems. 2 hrs. lecture; 2 hrs. lab.

★ 2010 HONORS: Introduction to Mass Media (3) Same as MC 2000, with special honors emphasis for qualified students.

★ 2019 HONORS: Foundations of Media Research (3) Examining the communication process; basic concepts of research design; pluralism in media and consumer research. 2 hrs. lecture; 2 hr. lab. A grade of “B” or better required for entry into the Manship School of Mass Communication. Beginning writing course for mass communication. Introduces skills associated with writing, grammar, style, and information gathering for mass media.

★ 2011 HONORS: Media Writing (3) Same as MC 2010, with special honors emphasis for qualified students.

★ 2015 Visual Communication (3) Majors and minors or permission of department. 2 hrs. lecture; 2 hrs. lab. Strategies for the design, development, and production of media programs using advanced computer and video systems.

★ 2016 HONORS: Visual Communication (3) Same as MC 2015, with special honors emphasis for qualified students.

★ 2020 Foundations of Advertising and Public Relations (3) Prereq.: majors and minors or permission of department. Principles and theories of advertising and public relations; their social and economic roles.

★ 2025 The Business of Media and Media (3) Examination of the creative, economic, and legal factors that drive and constrain American popular media to provide services to the public. 2 hrs. lecture; 2 hrs. lab. Strategies for the design, development, and production of media programs using advanced computer and video systems.

★ 2025 Civic Engagement, Youth, and Media (3) Also offered as POL 2430. Develops skills for citizenship, with emphasis on mass media and political influences on how young Americans engage with civic life. 2 hrs. lecture.

★ 2025 Foundations of Media Perception (3) Prereq.: majors and minors or permission of department. Introduction to contemporary processes; principles, and theories of persuasion and their practical applications in the mass media.

2700 Production and Performance (3) Prereq.: Majors only. 2 hrs. lecture; 2 hrs. lab. Production and performance techniques for use in video and audio programming of electronic media.

3018 Foundations of Media Research (3) Prereq.: majors and minors only. Open only to majors. May be taken for a max. of 6 hrs. of credit. 3 hrs. lab. Open to LSU undergraduates who qualify for entry into the University's Accelerated Master's Degree Program. Required of all students who enter the mass communication graduate program without a degree or significant experience in mass communication. May not be counted for undergraduate or graduate degree credit by Mass Communication majors. An honors course, MC 4112, is also available. An interdisciplinary approach to the professional skills required of all media practitioners.

3650 Electronic Media and Society (3) Organizational and economic foundations of electronic mass media; history, regulation, social significance, and responsibility. Emphasis on theories and principles of advertising and public relations. 2 hrs. lecture; 2 hrs. lab. Open to other undergraduate students with permission of department.

3799 Internship (3) F,S,Su Prereq.: 3.0 gpa in 12 or more hrs. of mass communication and consent of internship facilitator. 2 hrs. lecture and 2 hrs. lab. Open to doctoral students. Participation in a real world, and methodological issues for selected topics in this area.

3799 Internship (F,S,Su) Prereq.: 3.0 gpa in 12 or more hrs. of mass communication and consent of internship facilitator. 2 hrs. lecture and 2 hrs. lab. Open to doctoral students. Participation in a real world, and methodological issues for selected topics in this area.

3800 Thesis Research (1-12 per sem.) “S/Y” grading.

3800 Pre-dissertation Research (1-9) May be repeated for credit.

3800 Dissertation Research (1-12 per sem.) “S/Y” grading.

**MASS COMMUNICATION**

- MC

**Required of all mass communication majors: MC 2000, 2010, 2015, 2525, 3018, 3080, 4090.**

General education courses are marked with stars (∗).