Introduction to the possibilities of social entrepreneurship and an introduction to the entire social venture creation process and life cycle.

4320 Employment Selection and Placement (3) Prereq.: ISDS 2000; or equivalent and MGT 3320. Staffing requirements, recruitment strategies, development and validation of selection and placement of employees; problems associated with person-job matching; socialization of new employees.

4321 Compensation Administration (3) F Prereq.: MGT 3320. Quantitative and nonquantitative methods of job evaluation; wage, base wage, structure, incentive plans; issues of employee association.

4420 Social Human Resource Management (3) Prereq.: MGT 3200. Human resource functions, including planning, recruitment, selection, development, maintenance, and reward of employees; relationships with environment and employee associations.

3500 Introduction to Labor Relations (3) F 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 of government regulation of labor-management relations; union structure, political activity, collective bargaining; and contract administration.

3512 Public Sector Labor Relations (3) S Prereq.: MGT 3300, or permission of instructor. 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.

3513 Labor-Management Conflict and Cooperation (3) F Prereq.: Open only to College of Business students; open to others with permission of department. Initial examination of issues important to workplace conflict resolution; topics include, but are not limited to, negotiation strategies and tactics, alternative dispute resolution procedures, employee-management cooperation, and/or collective bargaining.

3830 Strategically Managing Organizations (3) Prereq.: FIN 3716, MGT 3200, and MKT 3401 or 3402. Open only to E. J. Ourso College of Business students; open to others during the final semester of course work. 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) Same as MGT 3830, with special honors emphasis for qualified students. Credit will not be given for this course and MGT 3831.

4010 Special Topics in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be taken for a max. of 6 sem. hrs. of credit when topics vary. In-depth coverage of special topics.

4020 Internship in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be repeated for a max. of 6 sem. hrs. Gaining first-hand knowledge of the business start-up process: practical hands-on experience in business start-up Johannes.

4030 Independent Study in Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. May be repeated for a max. of 6 sem. hrs. Focus on a specific topic. Detailed study of a specific aspect of entrepreneurship.

4100 Consulting Project (3) Prereq.: MGT 3111; Senior standing, or permission of instructor. Strategic focused field based project learning experiences and opportunities in public and private organizations.

4113 Team-based approach to offering consulting advice to organizations with the goal of improving their performance. Emphasis on experiential approaches that provide a participatory type of learning about the crucial issues faced by organizations.

4113 Small Business Management (3) F Prereq.: senior standing. A multidisciplinary approach to small business; business start-up, finance, marketing, management, promotion, layout, retail management, location analysis, and international small business management.

4114 Enriching Management (3) S Prereq.: senior standing for undergraduates or permission of instructor. Understanding the franchising process; becoming a franchiser or franchisee; franchising for product development, venture capital, finance, legal compliance, disclosure documents, franchise agreement, franchisee start-ups, franchiser-franchisee relationship, and intellectual franchising.

4120 Social Entrepreneurship (3) Prereq.: MGT 3111 or permission of instructor. The course provides a broad theoretical and methodological framework for understanding social entrepreneurs and the social ventures they create ranging from local social organizations to large international organizations leading global change. Introduction to the possibilities of social entrepreneurship and...
Marketing

global marketing as all-encompassing (import-export, joint ventures, foreign subsidiaries, licensing, management contracts); various countries; strategies for international and multinational operations.

4445 Internship in Marketing (1-6) Prereq.: senior standing or permission of department. May be repeated for a maximum of 6 sem. hrs. credit. Pass-fail grading. On-the-job experience in approved marketing positions.

4451 Marketing Management (3) Prereq.: MKT 3431, and senior standing. Open only to College of Business students; open to other schools with permission of department. Analyzes principles used in development of strategies for solving marketing problems: policy areas of product, price, channels, and promotion integrated in development of the firm's total marketing effort.

4477 Independent Study: Advanced Marketing Problems (1-6) For credit for juniors or seniors in the Eliot College of Business with a gpa of 3.0 or 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 economic evaluation.

4490 Services Marketing (3) Prereq.: MKT 3401. Developing, pricing, distributing, and promoting the service; control of consumers' decisions in the marketplace; automation and/or employee selection and training; place of marketing in service organization structure; strategic implications for service industries.

4500 Entrepreneurial Marketing and Sales (3) Prereq.: MGT 3111 and MKT 3401 and Entrepreneurship Minor, or Entrepreneurship Major, or permission of instructor. This course will look at the role of marketing in entrepreneurial ventures, and the role of entrepreneurship in marketing efforts of all firms. Attention will be devoted to understanding the common mistakes entrepreneurs make when it comes to marketing and how to sell an idea/product in an entrepreneurial environment.

7110 Marketing Tools Foundations and Applications (3) Prereq.: credit or registration in BADM 7100 or equivalent. Coverage of computer-automated tools used by marketing practitioners, including customer 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. Examination of key elements of consumer decision making with emphasis on formulation of brand marketing strategy based on consumer behavior models, constructs, and information. Treatment of elements of customer decision making with 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, marketing surveys, marketing experiments, and brand analysis techniques.

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

7150 Global Marketing Issues and Strategies (1.5) Prereq.: MKT 3431 or equivalent. Examination of marketing strategies and tactics available to organizations seeking to compete with global markets.

7160 Services and Professional Services Marketing (3) Developing, pricing, distributing, and promoting the service; control of quality of customer encounters through service delivery, marketplace strategy; building customer relationships; marketing in service industries.

7150 Global Marketing Issues and Strategies (1.5) Prereq.: MKT 3431 or equivalent. Examination of marketing strategies and tactics available to organizations seeking to compete with global markets.

7713 Marketing Construct Analysis (3) Prereq.: MKT 4451 or BADM 7100 or permission of instructor and BADM 7024 or equivalent. Open to doctoral students. Treatment of theory, conceptualization, and measurement of constructs used in marketing research with emphasis on the development and evaluation of multi-item scales, structural equation modeling; analysis of theory; meaning and consequences of theory; prediction of future theoretical development.

7747 Seminar in Advanced Marketing Problems (3) May be taken for a max. of 9 hrs. of credit.

7486 Applications of Marketing Theory (3) Prereq.: MKT 4466 and 7747. Market segmentation and testing; theory operationalization and refinement.

7488 Marketing Models (3) Prereq.: BADM 7100 or equivalent. Synthesis of theory, content area, and measurement techniques for selected topics in this area.

2946 Advanced Topics in Retailing Management (3) Prereq.: credit or registration in BADM 7100 or equivalent. Coverage of retailing theory and methods; use in marketing research with emphasis on the development and evaluation of multi-item scales, structural equation modeling; analysis of theory; meaning and consequences of theory; prediction of future theoretical development.


4091 HONORS: Media Ethics and Social Responsibility (3) Development of telecommunication media law and regulation through case studies relating to the Federal Communications Commission (rules and regulations); the role of the Federal Communications Commission and other regulatory bodies; emphasis on current legal issues affecting the telecommunication media; legal documents and literature.

4096 HONORS: American Media History (3) Credit will not be given for this course and MC 4096. Themes and trends in the historical development of media, including journalism, law, politics, and practice in the mass media.

4097 HONORS: American Media History (3) Same as MC 4095, with special honors emphasis for qualified students. Credit will not be given for this course and MC 4095.

Marketing

4092 HONORS: Foundations of Media Research (3) Same as MC 4018, with special honors emphasis for qualified students. Credit will not be given for this course and MC 4092.

Marketing

4095 HONORS: Mass Media Law (3) Same as MC 3080, with special honors emphasis for qualified students. Credit will not be given for this course and MC 4095.

Marketing

4096 HONORS: American Media History (3) Same as MC 4095, with special honors emphasis for qualified students. Credit will not be given for this course and MC 4096.

Marketing