

Open only to College of Business students; open to others with permission of department. Social roles of organizations whose primary function is the accumulation of profits; emphasis on current issues; historical development of business-society relationships.

3280 Management Internship (3) Prereq.: junior or senior standing. May be taken for a max. of 6 sem. hrs. of credit. Students, supervised by a management faculty member and an approved business executive, will follow a predetermined schedule of activities while 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 functions, including planning, recruitment, selection, development, maintenance, and reward of employees; relationships with environment and employee associations.

3500 Introduction to Labor Relations (3) F,S 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.

3513 Labor-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 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. 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) Same as MGT 3830, with special honors emphasis for qualified students. Credit will not be given for this course and MGT 3830.

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-plan formation.

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

4100 Consulting Field 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. 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 Small Business Management (3) F Prereq.: senior standing. A multidisciplinary approach to small business; business start-ups, accounting, finance, marketing, management, promotion, layout, retail management, location analysis, and international small business.

4114 Franchising Management (3) S Prereq.: senior standing for undergraduates or permission of instructor. Understanding the franchising process; becoming a franchiser or franchisee; franchiser start-up, venture capital, finance, legal compliance, disclosure documents, franchise agreements, franchisee start-ups, franchiser-franchisee relationships, anti-trust laws, and international franchising.

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

an introduction to the entire social venture creation process and life cycle.

4322 Employee Selection and Placement (3) S Prereq.: ISDS 2000; or equivalent and MGT 3320. 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.

4323 Compensation Administration (3) F Prereq.: MGT 3320. Quantitative and nonquantitative methods of job evaluation; wage level, wage structure, incentive plans; issues of employee compensation.

4420 Multinational Management (3) Prereq.: MGT 3200 or equivalent. Management concepts and philosophical bases for international management operations; environmental dynamics, multinational business organizations, cultural constraints, organizational structures and processes, and conceptual systems of international operations.

4523 Legal Issues in Human Resource 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 Managing Technology Transfer (3) V Models of technological transfer; mechanisms and barriers to technological transfer; technological transfer and industrial innovation; domestic and international aspects of technology transfer.

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

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

7212 Seminar in Contemporary Management Topics (3) V Prereq.: consent of instructor. 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; components of the 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 environmental scanning, goal formulation, strategic implementation, control, and evaluation in successful organizations.

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

9000 Dissertation Research (1-12 per sem.) "S"/"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; multi-level and cross-level issues; research ethics.

9202 Pre-dissertation Research (1-9) May be repeated for credit. Pass-fail grading.

9204 Proseminar in Management (1) Required of all in-resident PhD students. Pass-fail grading. May be taken for a max. of 3 sem. hrs. when topics vary. Contemporary research and critical issues in management.

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. Lecture-discussion, case analysis, marketing-simulation game; the field of marketing; marketing environment, functions, and institutional structure at a macro level; marketing strategy and policies at a micro level; problems of cost and productivity; view points of society, consumer, and marketing manager.

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

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 ISDS 2000. 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 problems.

3421 Marketing Communication: Promotion (3) 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 communication programs for products and/or services.

3427 Buyer-Seller Communication (3) Prereq.: MKT 3401. Communication theory and sales principles needed for successful sales career; buyer behavior and sales 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 final consumer markets; function of industrial purchasing with regard to selection of sources of supply and development of purchasing policies; strategic overview of marketing; how companies buy and sell from each other; not confined to industrial companies.

3500 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.

4414 Marketing Research Field Project (3) Prereq.: MKT 3401 and permission of the 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 sales persons, 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, catalogs, 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. Appreciation 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 a strategic plan for use in electronic commerce on the Internet with 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 all-encompassing (import-export, joint ventures, foreign subsidiaries, licensing, management contracts); marketing systems in various countries; strategies for international and multinational operations.

4445 Internship in Marketing (1-6) Prereq.: senior standing or consent of instructor. Primarily for seniors in marketing. May be repeated 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 only to College of Business students; open to others with permission of department. Analytical 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 undergraduate students in the E. J. Ourso College of Business with a gpa of 3.00 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 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 and/or employee selection and training; place of marketing in service organization structure; strategic implications of structure of service industries.

4500 Entrepreneurial Marketing and Sales (3) Prereq.: MGT 3111 and MKT 3401 and Entrepreneurship Minor, or Entrepreneurship Concentration, 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 entrepreneurship environment.

7110 Marketing Tools Foundations and Applications (3) Prereq.: credit or registration in BADM 7100 or equivalent. Coverage of current and emerging 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. Treatment of key elements of consumer 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 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 used by marketing communicators with emphasis on theory and best practices; including development of a marketing promotions strategy for a present or emerging marketing organization.

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

7160 Services and Professional Services Marketing (3) Prereq.: BADM 7100 or equivalent. Introduction to services marketing with emphasis on issued 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, plus resource allocation; emphasis on issues involved in marketing strategy formulation and implementation.

7443 Advanced Seminar in International Marketing (3) Prereq.: MKT 4451 or BADM 7100 or equivalent. Marketing management decision processes and marketing systems in the global environment; application to multinational business operations and strategy development; marketing techniques of foreign market entry; product, pricing, promotion, and distribution decisions.

7450 Topics in Advanced 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 marketing management areas such as distribution channels, pricing, and product management.

7471 Marketing Strategy (3) Design, implementation, and evaluation; corporate marketing models; demand forecasting;

marketing programming; product, price, promotion, and distribution policies; information systems; marketing audit; application of economic, quantitative, and behavioral tools as strategic aids to marketing management; model-building approach used to demonstrate tool applications in product, price, promotion, and distribution strategies.

7476 Marketing Theory and Thought (3) Evolution of marketing concepts, terminology, principles, and theory; development of a frame of reference for understanding the meaning and consequences of theory; prediction of future theoretical development.

7477 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 7476 and 7713. Marketing theory development and testing; theory operationalization and refinement.

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 modeling.

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 assumptions of 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. Theoretical, conceptual, and methodological issues for selected topics in this area.

7720 Seminar in Marketing Theory and Experimental Methods (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; experimental and quasi-experimental design; pluralism in marketing and consumer research.

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

8900 Pre-dissertation Research (1-9) May be repeated for credit.

9000 Dissertation Research (1-12 per sem.) "S"/"U" 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 (★).

GENERAL COURSES

★ **2000 Introduction to the Mass Media (3)** Credit will not be given for this course and MC 2001. The role of media in a free society with a focus on public affairs. Examines how journalism and persuasive communication (advertising and public relations) affect political and economic democracy.

★ **2001 HONORS: Introduction to Mass Media (3)** Same as MC 2000, with special honors emphasis for qualified students. Credit will not be given for this course and MC 2000.

2010 Media Writing (3) Majors and minors only or permission of department. 2 hrs. lecture; 2 hrs. lab. A grade of "B" or better required for entry into the Manship School of Mass Communication. Credit will not be given for this course and MC 2011. 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. Credit will not be given for this course and MC 2010.

2015 Visual Communication (3) Majors and minors only or permission of department. 2 hrs. lecture; 2 hrs. lab. Credit will not be given for this course and MC 2016. 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. Credit will not be given for this course and MC 2015.

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

★ **2025 The Business of Entertainment Media (3)** Examination of the creative, economic, and legal factors that drive and constrain American popular media to provide students with the informative and strategic tools to become critical consumers of these media.

★ **2030 Civic Engagement, Youth, and Media (3)** Also offered as POLI 2030. Introduction to models of and skills for citizenship, with emphasis on mass media and political influences on how young Americans engage with civic life.

2525 Foundations of Media Persuasion (3) Prereq.: majors and minors only or permission of department. Introduction to contemporary principles; processes, 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 or permission of department; LIS 1001. Credit will not be given for this course and MC 3019. Role of research in media institutions and the mass communication process; basic concepts of research evaluation.

3019 HONORS: Foundations of Media Research (3) Same as MC 3018, with special honors emphasis for qualified students. Credit will not be given for this course and MC 3018.

3080 Mass Media Law (3) Prereq.: majors and minors only or permission of department. Credit will not be given for this course and MC 3081. Legal rights of and restraints on the mass media; emphasis on First Amendment considerations.

3081 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 3080.

3333 Minorities and the Media (3) Historical and contemporary roles and portrayals of minorities in the media.

3650 Electronic Media and Society (3) Organizational and economic foundations of electronic mass media; history, regulation, social significance, and responsibility.

3700 Electronic Media, Law, Regulation, and Public Policy (3) Development of telecommunication media law and regulation through case studies relating to the Federal Communications Act; rules and policy decisions of the Federal Communications Commission and other regulatory bodies; emphasis on current legal issues affecting the telecommunication media; legal documents and literature.

3998 Internship (3) F,S,Su Prereq.: 3.0 gpa in 12 or more hrs. of mass communication and consent of internship faculty supervisor and school dean. Pass-fail grading. May be taken for a max. of 6 hrs. of credit; only 3 hrs. may be counted toward a degree in Mass Communication. At least 15 hours of work per week (28 hrs. in a summer term) under general supervision of a faculty member and direct supervision of a professional in some field of mass communication.

4000 Media and the Military (3) Consent of instructor, 2 hrs. lecture; 2 hrs. lab; \$50 field fee. In depth study of the modern relationship between the media and the military.

4015 Advanced Visual Communication & Multimedia Web Design (3) Prereq.: MC 2010 and MC 2015. 2 hr. lecture; 2 hrs. lab. Developing multimedia content for the Web; includes photo, audio, and video editing.

4042 Mass Media, Sports, and Society (3) Prereq.: Majors only. News coverage of the political, economic, and cultural roles of sports institutions and the social roles of professional athletes.

4050 Media Management (3) Prereq.: Majors only. Concepts and principles of management, entrepreneurial leadership, organizational behavior, and strategic planning applicable to media organization; study of social, political, ethical, technological, and legal issues confronting media companies.

4090 Media Ethics and Social Responsibility (3) Prereq.: majors or minors only or permission of department. Credit will not be given for this course and MC 4091. Role of the media as socially responsible institutions; ethical issues, policies, and practices in gathering, processing, and disseminating content.

4091 HONORS: Media Ethics and Social Responsibility (3) Same as MC 4090, with special honors emphasis for qualified students. Credit will not be given for this course and MC 4090.

4095 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, advertising, and public relations.

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 4095.